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Sent: Saturday, May 28, 2011 6:10 PM
To: Shapard Wolf
Subject: File: "AAPORNET LOG0808"

Date: Fri, 1 Aug 2008 09:41:18 -0400
Reply-To: Jaki McCarthy <Jaki_McCarthy@NASS.USDA.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jaki McCarthy <Jaki_McCarthy@NASS.USDA.GOV>
Subject: Senior Level Opening for Mathematical Statistician
Comments: To: AAPORNET@ASU.EDU, SRMSNET@LISTSERV.UMD.EDU
Comments: cc: Mark Harris <Mark_Harris@nass.usda.gov>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Hello all (with apologies for cross posting),

The National Agricultural Statistics Service currently has an opening for a Senior Research Statistician in our Research and Development Division, located in Fairfax, VA.

From the announcement:

The incumbent serves as the Senior Research Statistician for research in mathematical statistics for agricultural surveys and in the statistical aspects of management information systems and process measurement. Primary responsibilities involve a superior degree of technical skill in mathematical statistics and probability sampling, especially in the area of nonsampling error estimation and multivariate statistical methods. Research activities include advanced survey sampling design and estimation methods and theory; measurement error models; nonsampling error techniques; list, area and multiple frame sampling methods and theory; forecasting techniques; and multivariate and quality control methods.

The incumbent also serves as Agency liaison with professional and statistical organizations, institutes, and universities in order to support joint research activities and further the Agency's census and survey programs.

The job announcement with all details is posted on USA Jobs:
<http://www.usajobs.opm.gov>

Search for announcement #NASS-2008-0070 for full details and how to apply.

Please forward this announcement to any interested parties -- NASS is a great place to work, and we'd love to find good people to work on interesting research!

Thanks!

set aapornet nomail

On your return send this: set aapornet mail

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Date: Fri, 1 Aug 2008 12:20:56 -0400

Reply-To: "CASTANEDA, Isabela" <ICASTANEDA@LMI.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "CASTANEDA, Isabela" <ICASTANEDA@LMI.ORG>

Subject: ROM estimate for mailing

Comments: To: AAPORNET <AAPORNET@asu.edu>

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: quoted-printable

I have a printing/ mailing job that will be going out to 20,000 people in the US and I want to know about how much this would run. The broad specs are:

regular copy paper (nothing fancy)

Black and white

#10 outgoing envelope

#9 BRM envelope

1 generic letter, single-sided

1 information form, single-sided

Postage should be included (standard first-class mailing)

The information form needs to have a tracking number, so it either needs to be married with the outgoing #10 envelope or the outgoing envelope needs a window and we can put the address on the information form.

Any idea about how much this would run?

You can answer offline.

Thanks!

Archives: <http://lists.asu.edu/archives/aapornet.html>

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Date: Fri, 1 Aug 2008 12:36:29 -0400

Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jonathan Brill <brillje@UMDNJ.EDU>

Subject: Re: surveying respondents in multiple countries

Comments: To: AAPORNET@ASU.EDU, Ellie Buteau

<ellieb@EFFECTIVEPHILANTHROPY.ORG>

MIME-version: 1.0

Content-transfer-encoding: 7BIT

Content-disposition: inline

Content-type: text/plain; charset=US-ASCII

Ellie:

I would be happy to talk to you in greater detail about my own experiences conducting cross-national research studies.

Anecdotally, I have observed there are sometimes enormous systematic differences in the ways respondents in different countries answer items featuring interval response categories (e.g., Likert items). For example, Mexicans would never use the bottom half of 0 to 10 scales, Germans tended to be more severe in their levels of satisfaction or quality assessments than Americans, Japanese respondents exhibited far less variance than most other respondents, etc. The way I dealt with this for comparative purposes (as an applied marketing researcher working in a multinational corporate environment) was to standardize all survey values by country, standardize variance patterns across countries (on the basis of kurtosis and skewness), and use these devices to adjust/scale country data (assuming that all observed means were equal) to pronounce them "equivalent or comparable". I don't know if there is any justification for this approach in the literature, but it made a lot of sense to me and the managers I was working with thought it made sense. There was some evidence of validity of this approach too from managerial/business decisions based on the research. We noted that subsequent customer behavior after program introductions seemed predictable and consistent with our reasoning based on the research findings)

Regardless, I would strongly recommend reading the following book as background to anyone who wants to delve into cross-cultural or international (cross-national) research: Douglas, S. P. & Craig, C. S. (1983). *International Marketing Research*. Englewood Cliffs, NJ: Prentice-Hall. In particular, Chapter 5 addresses the potentially differing interpretations of the survey items.

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Research Call Center & Panel Research
NEW JERSEY INSTITUTE FOR SUCCESSFUL AGING
School of Osteopathic Medicine
University of Medicine and Dentistry of New Jersey
42 East Laurel Road, UDP Suite 2300
Stratford, New Jersey 08084
Telephone (direct): 856.566-6727
Fax (research group): 856.566-6874
E-mail: brillje@umdnj.edu
www.oranjbowl.info

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Date: Fri, 1 Aug 2008 16:41:16 -0500
Reply-To: "Steen, Bob" <bob.steen@FLEISHMAN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Steen, Bob" <bob.steen@FLEISHMAN.COM>
Subject: Research on LGBT attitudes towards healthcare/pharmaceutical industries

Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<s8930358.018@smtpnpc.umdnc.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="utf-8"
Content-Transfer-Encoding: 8bit

Can anyone point me to research that breaks out the attitudes of the lesbian/gay community towards the healthcare and pharmaceutical industries? Reply offline and if I get anything, I can summarize and share it. Thanks.

Bob Steen

Vice President
Fleishman-Hillard
Research
200 N. Broadway
St. Louis, MO 63102

Office direct: 011 314-982-1752
Office fax: 011 314-982-9105

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Date: Fri, 1 Aug 2008 20:57:27 -0400
Reply-To: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Subject: Re: Research on LGBT attitudes towards healthcare/pharmaceutical industries
Comments: To: "Steen, Bob" <bob.steen@FLEISHMAN.COM>, AAPORNET@ASU.EDU
Comments: cc: larryb@field.com
In-Reply-To:
A<520278AB4C581048BBC69B44B04D067209B8E6EA@stle31.corp.fleishman.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="utf-8"
Content-Transfer-Encoding: 8bit

Bob, I am forwarding this to a fellow researchers who has done work in this

area.

Good luck,

Mansour Fahimi, Ph.D.
VP, Statistical Research Services
Marketing Systems Group
mfahimi@m-s-g.com
P: 240-477-8277
F: 215-653-7115

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steen, Bob
Sent: Friday, August 01, 2008 5:41 PM
To: AAPORNET@ASU.EDU
Subject: Research on LGBT attitudes towards healthcare/pharmaceutical industries
Importance: Low

Can anyone point me to research that breaks out the attitudes of the lesbian/gay community towards the healthcare and pharmaceutical industries? Reply offline and if I get anything, I can summarize and share it. Thanks.

Bob Steen

Vice President
Fleishman-Hillard
Research
200 N. Broadway
St. Louis, MO 63102

Office direct: 011 314-982-1752
Office fax: 011 314-982-9105

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=====

Date: Sat, 2 Aug 2008 11:29:57 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Reply Envelopes for Mail Surveys
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Does anyone have data or opinions on the effect of "peel and seal" envelopes, as opposed to the familiar gummed type, on response rates in mail surveys? I have seen arguments from both sides. Thank you.

James P. Murphy, Ph.D.

J.P. MURPHY & COMPANY

Post Office Box 150

Princeton, NJ 08542

610 408 8800

www.jpmurphy.com

<<mailto:jpmurphy@jpmurphy.com>> jpmurphy@jpmurphy.com

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=====

Date: Sat, 2 Aug 2008 13:51:46 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Reply Envelopes for Mail Surveys
Comments: To: AAPORNET@ASU.EDU, "James P. Murphy" <jpmurphy@JPMURPHY.COM>
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-disposition: inline
Content-type: text/plain; charset=US-ASCII

Jim:

This question took me aback. I am wondering if you might enlighten the listserv regarding the arguments for and against self-adhesive return envelopes. Regardless of the theoretical perspective adopted for one's model of mail survey response (e.g., burden/benefit or social exchange), I can't imagine how this might impact any of the model's constructs. (E.g., I can't imagine that peeling and sticking is more or less burdensome or more or less personal, respectively.) Please explain.

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Research Call Center & Panel Research
NEW JERSEY INSTITUTE FOR SUCCESSFUL AGING
School of Osteopathic Medicine
University of Medicine and Dentistry of New Jersey
42 East Laurel Road, UDP Suite 2300
Stratford, New Jersey 08084
Telephone (direct): 856.566-6727
Fax (research group): 856.566-6874
E-mail: brillje@umdnj.edu
www.oranjbowl.info

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>>> "James P. Murphy" <jpmurphy@JPMURPHY.COM> 8/2/2008 11:29 AM >>>
Does anyone have data or opinions on the effect of "peel and seal" envelopes, as opposed to the familiar gummed type, on response rates in mail surveys? I have seen arguments from both sides. Thank you.

James P. Murphy, Ph.D.

J.P. MURPHY & COMPANY

Post Office Box 150

Princeton, NJ 08542

610 408 8800

www.jpMurphy.com

<mailto:jpMurphy@jpMurphy.com> jpMurphy@jpMurphy.com

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=====
Date: Mon, 4 Aug 2008 07:03:50 -0700
Reply-To: "Margaret R. Roller" <RMR@ROLLERRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Margaret R. Roller" <RMR@ROLLERRESEARCH.COM>
Subject: Re: surveying respondents in multiple countries
Comments: To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

Omar Mahmoud, chief of market knowledge at UNICEF, recently wrote a short= article for ESOMAR titled, "The Cultural Eraser" that very briefly touche= s on this issue. You may try contacting him. Unfortunately, I do not have= his contact information.

Margaret R. Roller
rmr@rollerresearch.com
www.rollerresearch.com

Archives: <http://lists.asu.edu/archives/aapornet.html>

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Date: Mon, 4 Aug 2008 15:59:20 -0500

Reply-To: Jeanie Harper <JHarper@GOAMP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jeanie Harper <JHarper@GOAMP.COM>

Subject: Job Posting

Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: quoted-printable

STUDY MANAGER/PROJECT DIRECTOR

Ready to build a great career with a great company? Look no further. Abt SR=BI, a well known research consulting firm specializing in public policy and=opinion surveys, is seeking a Project Director/Study Manager to manage and=direct the planning, design, and implementation of multifaceted In-Person = (Field) survey research projects. The person will work from our Cambridge,=MA, Bethesda, MD, or Chicago, IL office.

In this position, your duties will include:

- * Manage and direct all operations of large and complex data collection =efforts including budget preparation/estimation and monitoring; instrument =design, preparation of training materials; data collection; data preparatio= n and file construction.
- * Direct complex data collection efforts that will include In-person dat= a collection with many inter-related instruments; different or especially d= ifficult respondent population; complicated sampling algorithms; and/or str= ata and overlapping or interlocking waves of data collection
- * Responsible for quality control for the entire data collection and pro= cessing effort.
- * Responsible for adherence to all budgets and timelines.
- * Mange the development of large, winning project proposals.
- * Acts as the primary internal and external client interface. Responsib= le for maintaining current client relationships and developing new business= opportunities.

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Date: Tue, 5 Aug 2008 11:55:23 -0400

Reply-To: Eugene Kritski <eugene.kritski@GLOBESCAN.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Eugene Kritski <eugene.kritski@GLOBESCAN.COM>

Subject: Peaserch in infant feeding practices

Comments: To: AAPORNET@asu.edu

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: quoted-printable

Dea colleagues,

I will greatly appreciate any references to existing research in the area of infant feeding practices in Africa and/or South-East Asia or any othe country, and the use of breast milk replacing formulas.

Many thanks,

=20

Eugene

=20

Eugene Kritski, Ph.D.

Director, Methodology and Analysis

GlobeScan Incorporated=20

65 St. Clair Avenue East, Suite 900 Toronto Canada M4T 2Y3

Toronto | London | Washington

direct line: +1 416 969 3084

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Date: Tue, 5 Aug 2008 13:00:15 -0400
Reply-To: "Leve, Jay" <jleve@SURVEYUSA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leve, Jay" <jleve@SURVEYUSA.COM>
Subject: Acknowledging Nielsen's tour de force in Sunday's NY Times
magazine
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

In this past Sunday's New York Times, there was a special magazine
devoted to the upcoming Olympics.=20

=20

The sole sponsor of the magazine was Nielsen.=20

=20

The magazine featured the equivalent of 24 full page ads from Nielsen.

=20

It introduces the slogan:=20

=20

"Want the answer? Just ask Nielsen."

=20

And it introduces the website www.justasknielsen.com
<<http://www.justasknielsen.com/>> .

=20

I think the ad campaign is brilliantly conceived and brilliantly
executed.=20

=20

A tour de force.

=20

The ads are here:=20

=20

http://www.nielsen.com/justasknielsen/Nielsen_PLAY_ad_Aug08.pdf

=20

FYI.

=20

Jay H Leve

SurveyUSA

15 Bloomfield Ave

Verona NJ 07044

=20

973-857-8500 x 551

jleve@surveyusa.com

www.surveyusa.com

=20

=20

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=====
Date: Tue, 5 Aug 2008 15:51:54 -0700
Reply-To: Jacobs Ellen B <Ellen.Jacobs@SRPNET.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jacobs Ellen B <Ellen.Jacobs@SRPNET.COM>
Subject: Panel Management Company
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Can anyone recommend a company they have worked with that specializes in online panels? We are interested in a company that is proficient at recruiting and managing an online panel in addition to providing the services necessary to complete online surveys and ad testing for our residential customer base.

Thanks in advance.

=20

Ellen Baar Jacobs

Senior Analyst

Strategy & Evaluation

SRP

Ellen.jacobs@srpnet.com

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=====
Date: Wed, 6 Aug 2008 11:14:01 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Peel and Seal Envelopes
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Two members sent thoughtful comments, both essentially saying, Yes we have asked the same question. Each does mail surveys very professionally and in large volumes. One said they occasionally receive comments from respondents about the disagreeable act of licking an envelope. The other noted that a gummed closure is not always secure but, at the same time, peel and seal with its strip may be less green than gummed envelopes. I started using peel and seal after the anthrax episode. I think everybody (city dwellers at least) has asked him or herself, What am I licking? when using gummed closures. That morphed into a generalized feeling that they are more hygienic and thus a small courtesy to recipients, like prepaid postage. My post was prompted by a client who challenged me by pointing out that arthritis, common in our survey audience of seniors, might make peel and seal a poor choice. In fact the strips found on FedEx or UPS packaging sometimes challenge even the most nimble. But the strips on #9 envelopes usually have a generous overhang. Has this been tested? Not to my knowledge, but it should not be hard to do.

James P. Murphy, Ph.D.

J.P. MURPHY & COMPANY

Post Office Box 150

Princeton, NJ 08542

610 408 8800

www.jpmmurphy.com

<mailto:jpmmurphy@jpmmurphy.com> jpmmurphy@jpmmurphy.com

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Date: Wed, 6 Aug 2008 17:04:35 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Pollster Reports Nightmare
Comments: To: AAPORNET <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252; format=flowed
Content-Transfer-Encoding: 8bit

From this week's New Yorker magazine

http://www.newyorker.com/humor/2008/08/11/080811sh_shouts_mccall

Pollster Reports Nightmare
by Bruce McCall
August 11, 2008

A CBS/Pravda/Farmer's Almanac/"Avatar: The Last Airbender" poll released today indicates that yesterday never happened for seventy-two per cent of all respondents, but, if it had, thirty-two per cent more Independents believe now than just last May that Barack Obama and John McCain are both leading in a race now too lopsided to call. Analysts observed that the poll was taken in a light drizzle at 4 A.M. E.D.T., before the high-income segment is awake, prompting observers to analyze the results as skewing in favor of CBS.

McCain pollsters claimed that the same survey, conducted five minutes after a New Orleans Times-Picayune/Bravo/Popular Mechanics poll among women age twenty to twenty-one who are not men, found that ninety-seven per cent of respondents were too far away to be interviewed. The impact of current economic concerns on Obama's popularity among bipolar white prison inmates with less than a kindergarten education was not measured, but the person responsible for designing the poll has been fired because prison inmates cannot vote.

Surprising many veteran pollsters as these results were tallied—given that it has yet to be conducted—was a Hartford Courant/CNN/Starbucks poll to be taken by qualified voters who, an earlier ABC/Sacramento Bee/Publishers Clearing House straw poll predicted, expect a win for either the Democrats or the Republicans come November, unless Congress acts. Recent polls show that more women than men believe otherwise, by a majority of at least three to one.

Yet, in answer to the question “Would you go before a firing squad to protect higher pollen counts?,” fewer than .03 per cent of those who identified themselves as likely McCain voters understood the question. By a plurality of four to one and counting, not counting those who did not, the Undecideds squared off in a donnybrook with the Don’t Knows, broken up by the Have No Opinions Worth Mentioning. The I Forgets stood on the sidelines.

In sharp contrast to last year’s similar polling question, conducted by the Ohio Bureau of Motor Vehicles for Indiana State University, only seventy-five per cent of respondents this year thought “with certainty” that they were being interviewed. The same seventy-five per cent also reported “moderate to severe” memory loss, a seeming rebuff to the well-financed pro-forgetfulness lobby.

Cheering the Obama camp, particularly after his Middle East visits, a Fox News/Toronto Star/Amway poll, released but not yet caught, charts a severe downturn in support for efforts not to not repeal the NAFTA treaty. But the influence on French public opinion of the marriage of President Nicolas Sarkozy and international hottie Carla Bruni will have to wait until tomorrow.

Meanwhile, the normally reliable Quinnipiac University poll was travelling and was unavailable for comment.

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Date: Thu, 7 Aug 2008 11:29:13 -0400
Reply-To: Auden Thomas <adt121@PSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Auden Thomas <adt121@PSU.EDU>
Subject: Spanish translator needed
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Can anyone recommend a good survey instrument translator (Spanish/English), preferably one located in Pennsylvania? Survey respondents will be predominantly of Puerto Rican background. Please reply off-line.

Thanks,

Auden

Auden D. Thomas, Ph.D.
Director, Center for Survey Research at Penn State Harrisburg
777 West Harrisburg Pike
Middletown, PA 17057-4898
Office: 717-948-6435
Fax: 717-948-6306
E-mail: adt121@psu.edu
<BLOCKED::http://csr.hbg.psu.edu/> <http://csr.hbg.psu.edu/>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Thu, 7 Aug 2008 11:21:30 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: WSJ article - When Voters Lie
Comments: To: AAPORNET <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

When Voters Lie

It's a given that people fib in surveys, and this election season is especially tricky with race looming as an issue. How pollsters are trying to uncover the truth

By ELLEN GAMERMAN
August 2, 2008; Page W1

Please respond to the following statement:
People lie on polls:

Strongly agree
Agree somewhat
Neither agree nor disagree
Disagree somewhat
Strongly disagree

One of the toughest questions on any poll is whether people are telling the truth. It is a conundrum that looms front and center as voters look ahead to the first U.S. presidential contest that an African-American candidate has a chance to win. With polls showing overwhelming voter support for the idea of a black president, researchers and pollsters are trying to determine who really means it.

.....

The full article, which covers a lot of ground and is quite well researched for a newspaper, is available in a printable format at:

http://online.wsj.com/public/article_print/SB121763171653206035.html

Jan Werner

Archives: <http://lists.asu.edu/archives/aapornet.html>

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set aapornet nomail

On your return send this: set aapornet mail

Please ask authors before quoting outside AAPORNET.

Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Thu, 7 Aug 2008 12:53:00 -0400

Reply-To: "Featherston, Fran A." <ffeather@NSF.GOV>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Featherston, Fran A." <ffeather@NSF.GOV>

Subject: False rumor regarding cell phones and DO NOT CALL list

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: quoted-printable

Seems to be a false rumor going around the internet (see message below titled "Cell Phone DO NOT CALL). However, our NSF colleague pointed us to a Federal Trade Commission web site that's trying to explain what's really what.

> <http://www.ftc.gov/opa/2008/04/dnc.shtm>

>=20

(fran)

Fran Featherston

National Science Foundation

4201 Wilson Blvd.

Arlington, VA 22230

703-292-4221

ffeatherston@nsf.gov

> Subject: Cell phone DO NOT CALL

>=20
>=20
>=20
> Cell phone numbers going public=20
>=20
>=20
>=20
> REMINDER....all cell phone numbers are being released to telemarketing
> companies and you will start to receive sale calls.=20
>=20
>YOU WILL BE CHARGED FOR THESE CALLS=20
>=20
> To prevent this, call the following number from your cell phone:=20
>=20
> 888-382-1222.=20
>=20
> It is the Nation al DO NOT CALL list. It will only take a minute of
> your time=20
> it blocks your number for five (5) years. You must call from the cell
> phone number you want to have blocked. You cannot call from a
> different phone number.=20
>=20
> HELP OTHERS BY PASSING THIS ON TO ALL YOUR FRIENDS.=20
> It take about 20 seconds.=09
>=20
>=20
>=20
>=20
>=20

Archives: <http://lists.asu.edu/archives/aapornet.html>

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

Please ask authors before quoting outside AAPORNET.

Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Thu, 7 Aug 2008 13:10:29 -0400

Reply-To: Eleanor Singer <esinger@ISR.UMICH.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Eleanor Singer <esinger@ISR.UMICH.EDU>

Subject: Re: False rumor regarding cell phones and DO NOT CALL list

Comments: To: "Featherston, Fran A." <ffeather@NSF.GOV>, AAPORNET@ASU.EDU

In-Reply-To: A<EEA122A2F2AE254E94C70364E44F0750F2F9DE@NSF-BE-02.ad.nsf.gov>

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 8bit

This is worse than a rumor; it's a phishing expedition to get your cell phone number. DO NOT CALL THE PHONE NUMBER LISTED IN THE EMAIL!

-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Featherston, Fran

A.

Sent: Thursday, August 07, 2008 12:53 PM

To: AAPORNET@ASU.EDU

Subject: False rumor regarding cell phones and DO NOT CALL list

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> <http://www.ftc.gov/opa/2008/04/dnc.shtm>

>

(fran)

Fran Featherston

National Science Foundation

4201 Wilson Blvd.

Arlington, VA 22230

703-292-4221

ffeatherston@nsf.gov

> Subject: Cell phone DO NOT CALL

>

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>

> Cell phone numbers going public

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>

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>

> To prevent this, call the following number from your cell phone:

>

> 888-382-1222.

>

> It is the National DO NOT CALL list. It will only take a minute of

> your time it blocks your number for five (5) years. You must call from

> the cell phone number you want to have blocked. You cannot call from a

> different phone number.

>

> HELP OTHERS BY PASSING THIS ON TO ALL YOUR FRIENDS.

> It take about 20 seconds.

>

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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Thu, 7 Aug 2008 19:24:26 +0000
Reply-To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: WSJ article - When Voters Lie
Comments: To: jwerner@jwdp.com, AAPORNET@ASU.EDU

I am one of the "political pollsters [who] say they don't find large numbers
of people lying on polls" in the WSJ story.

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decided earlier. If a black candidate was leading by a lop-sided margin among
black voters (as Obama is now) with fewer undecided blacks, the overall final
margin should diminish after white voters decide.

This would not only be due to race in the race for president. White Democratic
candidates have lost the white vote in every election since 1964.

The only recent national poll I could find showing undecideds by race was the
July 15 CBS/NY Times poll.

They showed 12% of whites undecided versus only 8% of Blacks undecided.
Moreover, a separate CBS/NY Times document said 83% of Blacks had made up
their minds versus only 69% of Whites; i.e., blacks decided earlier.

I would like to seem more national polls showing similar data.

Nick

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From: Jan Werner <jwerner@JWDP.COM>
> When Voters Lie

>
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>
> By ELLEN GAMERMAN
> August 2, 2008; Page W1
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> The full article, which covers a lot of ground and is quite well
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> Jan Werner
>
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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Thu, 7 Aug 2008 16:18:52 -0400
Reply-To: Michael Lemay <mlemay@SURVEY.UMD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Michael Lemay <mlemay@SURVEY.UMD.EDU>
Subject: DC-AAPOR Cell Phone Workshop
Comments: To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Disposition: inline

DC-AAPOR Workshop on
Cell Phone Numbers and Telephone Surveying in the U.S.
Thursday, September 4, 2008
9:00am-4:30pm

Kaiser Family Foundation
1330 G Street, NW
Washington, DC 20005

Co-sponsored by: Abt SRBI <<http://www.srbi.com>> , Marketing Systems Group <<http://www.m-s-g.com/>> , Westat, and the Washington Statistical Society.

Over the last decade, the impact of cellular telephone ownership and usage has taken on increased importance for the survey industry. This workshop, which will feature the most up-to-date theory and research relevant to the topic, is essential for survey practitioners and survey methodologists. The principal goal of the workshop is to address questions such as:

- * What are the coverage implications of cellular-only substitution in the United States?
- * What population subgroups are most affected?
- * What issues should be considered when designing and conducting telephone surveys with cell phone respondents?

The workshop is based on the special issue of Public Opinion Quarterly, published in January 2008. The special issue of POQ, edited by Paul Lavrakas, focuses on issues that are currently occupying center stage among survey researchers. As cell phone usage increases its penetration into the general population, questions about the impact on survey estimates assume increasing importance. Contributing authors from the special issue of POQ will summarize findings from the articles and present up-to-date information on their research in these areas.

Workshop Agenda

9:00-9:15

Opening Remarks (Peter Miller, Paul Lavrakas)

9:15-10:30

Cell Only Substitution in the US as Lifestyle Adoption: Implications for Telephone Survey Coverage (John Ehlen)

Coverage Bias in Traditional Telephone Surveys of Low-Income and Young

Adults (Stephen Blumberg)

10:30-10:50

Break

10:50-12:05

What's Missing from National Landline RDD Surveys? (Scott Keeter)

Sampling Telephone Numbers and Adults, Interview Length, and Weighting in the CHIS (J. Michael Brick)

12:05-1:05

Lunch (on your own)

1:05-2:20

Reaching the US Cell Phone Generation (Michael W. Link)

Industry Perspectives (Howard Fienberg, Trevor Tompson, Clyde Tucker)

2:20-2:40

Break

2:40-3:55

Guidelines and Considerations for Survey Researchers When Conducting Surveys in the U.S. with Cell Phone Respondents (John Boyle)

Research Synthesis: Cell Phones in Survey Research - Moving Forward (Paul Lavrakas)

4:00-4:20

Q&A (Audience)

4:20-4:30

Closing Remarks (Peter Miller)

Workshop Registration

You may register for the workshop from the workshop webpage at:

<<http://www.dc-aapor.org/cpworkshop.php>>

The registration fee for the workshop is \$65 for chapter members and \$75

for the general public. There are a limited number of student registrations available to full-time students. Please contact Paul Schroeder at <p.schroeder@srbi.com> for more information. The workshop is limited to 150 attendees. The deadline for registration and payment is Tuesday, August 26.

The two steps in the registration process are:

1. Register on the DC-AAPOR website at

<<http://www.dc-aapor.org/rsvpform.php>>, and

2. Submit payment by credit card via

<<http://www.dc-aapor.org/cpworkshop.php>>, or

By check made payable to DC-AAPOR and sent to the attention of Michael Lemay at:

Michael Lemay
University of Maryland
1218 Lefrak Hall
College Park, MD 20742

If you are submitting a payment for someone other than yourself, please e-mail Michael Lemay at <lemaymic@gmail.com> and provide the name of the person planning to attend the workshop as well as the name of the person or organization paying the registration fee.

Directions to the Workshop

The workshop will be held in the Barbara Jordan Conference Center (<http://www.kff.org/about/conferencecenter.cfm>), on the second floor of the Kaiser Family Foundation's Public Affairs Center, 1330 G Street NW, Washington, DC 20005.

The Barbara Jordan Conference Center is less than a block from the Metro Center Metro station on the Blue/Orange and Red lines. It is also a short taxi or Metro trip from Union Station (Amtrak), and Washington National Airport (aka Reagan Airport). Parking is available in area lots (\$12-\$15/day). There is no parking available in Kaiser's building. The building is wheelchair accessible.

Free Access to Articles from the Special Issue of POQ
<<http://poq.oxfordjournals.org/content/vol71/issue5/>>

Questions about the Workshop

For questions about the workshop, please contact Workshop Chair Paul Schroeder at <p.schroeder@srbi.com>.

Workshop Organizing Committee

John Fries (AARP), Paul Guerino (DOJ), Ryan Hubbard (Westat), Michael Lemay (JPSM), Eileen O'Brien (EIA), Adam Safir (BLS), Paul Schroeder (Abt SRBI), Tim Triplett (Urban Institute)

Workshop Sponsorship

Generous workshop sponsorship provided by Abt SRBI, Marketing Systems Group, Westat, and the Washington Statistical Society.

Paul Guerino
Program Chair
DC|AAPOR

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=====

Date: Thu, 7 Aug 2008 16:39:32 -0400
Reply-To: David Wilson <dcwilson@UDEL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Wilson <dcwilson@UDEL.EDU>
Subject: Re: WSJ article - When Voters Lie
Comments: To: AAPORNET@ASU.EDU
In-Reply-To:
<080720081924.13996.489B4BE90009DE4F000036AC22073007939C0A9D0E089C0503@comcast.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

What's most interesting about this question is how few discuss "who" the respondents would "lie" to, and why. With Obama related surveys social desirability pressures are likely tied to interviewer race (or context). For instance, we've seen very little about whether white respondents are responding differently to black and white interviewers. That is, people likely edit their responses when there is a good self-serving reason to (e.g., to not appear [let's just use the word..] "biased"). It would be great to see some analyses from the polling organizations on this.

I would expect that whites (even Democrat identifiers) are more likely than blacks to say they are "undecided" or "Obama" supporters when talking to a black interviewer, but more likely to say McCain (or Clinton) when talking to a white interviewer. This might especially be the case IF those [less than accurate] "is American ready for a black/African American president" questions are asked prior to the support questions.

If anyone has seen recent (07 or 08) data on this, please point me in the direction.

Thanks.

David

David C. Wilson
Assistant Professor
Department of Political Science &
International Relations
Department of Psychology
University of Delaware
dcwilson@udel.edu

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
mail@marketsharescorp.com
Sent: Thursday, August 07, 2008 3:24 PM
To: AAPORNET@ASU.EDU
Subject: Re: WSJ article - When Voters Lie

I am one of the "political pollsters [who] say they don't find large numbers of people lying on polls" in the WSJ story.

Here in Illinois, we have a long history of polling elections with black candidates dating back to the 80s when Harold Washington was twice elected Mayor of Chicago.

One thing I always looked for was a difference in percent undecided voters between black and white voters. Lower undecided among black voters meant they decided earlier. If a black candidate was leading by a lop-sided margin among black voters (as Obama is now) with fewer undecided blacks, the overall final margin should diminish after white voters decide.

This would not only be due to race in the race for president. White Democratic candidates have lost the white vote in every election since 1964.

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Nick

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>

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> especially tricky with race looming as an issue. How pollsters are
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> By ELLEN GAMERMAN
> August 2, 2008; Page W1

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> Strongly agree

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Thu, 7 Aug 2008 17:54:38 -0400
Reply-To: Scott Keeter <skeeter@PEWRESEARCH.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Scott Keeter <skeeter@PEWRESEARCH.ORG>
Subject: Job posting - Pew Forum on Religion & Public Life
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

The Pew Research Center's Forum on Religion & Public Life has an =

immediate opening for a Research Associate in its Washington, D.C., = office.

The Forum seeks to promote a deeper understanding of issues at the = intersection of religion and public affairs. It studies public opinion, = demographics and other important aspects of religion and public life in = the U.S. and around the world. It also provides a neutral venue for = discussions of timely issues through roundtables and briefings. The = Forum is one of seven projects that make up the Pew Research Center, a = nonpartisan "fact tank" that provides information on the issues, = attitudes and trends shaping America and the world.

The research associate is responsible for supporting all aspects of the = Forum's survey research agenda. This includes assisting in the design = and drafting of poll questionnaires, creating toplines and tables for = survey reports, performing statistical analysis and helping to prepare = and review survey reports. Ideal candidates will have attained a = Master's degree or Ph.D. in the social sciences or have 2-3 years = experience in opinion research. Candidates will also be skilled in the = use of SPSS and other statistical programs. A more detailed job = description can be viewed at <http://pewresearch.org/docs/?DocID=3D82>.

Interested applicants should send a complete r=E9sum=E9 and cover letter = to careers@pewresearch.org with the subject line "Pew Forum Job = Listing". Please attach your resume and cover letter as MSWord or Adobe = PDF documents.

=20

We are an equal opportunity employer. Because of recruiting volume, we = are only able to contact those selected for interviews.

=20

For more information about careers at the Pew Research Center go to = <http://pewresearch.org/careers>.

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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Fri, 8 Aug 2008 10:23:22 -0700
Reply-To: berry <berry@RAND.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: berry <berry@RAND.ORG>
Subject: Re: WSJ article - When Voters Lie

Comments: To: AAPORNET@ASU.EDU

In-Reply-To: <004c01c8f8cd\$b2d02a30\$18707e90\$@edu>

Mime-version: 1.0

Content-Transfer-Encoding: 7bit

Content-Type: text/plain; charset="us-ascii"

I wonder if voters choose and express responses in poll interviews so that they don't appear biased or so that they don't feel themselves to be biased -- or both. Either might result in different answers in different situations and the perceived race of the interviewer might affect the responses through either mechanism or both of them. However, these mechanisms might play out differently in a computerized interview where interviewer race is presumably not a factor (depending on how a recorded voice is perceived, if there is one) and "appearing" biased is less likely than "feeling" biased. I'm not sure people are "lying" on polls, necessarily. They are just formulating different versions of "truth" depending on how it feels to them in the specific interview situation. After all, as Mark Blumenthal has observed, they aren't going to actually vote for 2 1/2 months and there is an active campaign going on, so exactly what is the "truth"? This is not my field of study, however, just something that I have wondered about after reading some of the posts here and on Pollster.com.

Sandy Berry

On 8/7/08 1:39 PM, "David Wilson" <dcwilson@UDEL.EDU> wrote:

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> respondents would "lie" to, and why. With Obama related surveys social
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>
> David
>
> David C. Wilson
> Assistant Professor

> Department of Political Science &
> International Relations
> Department of Psychology
> University of Delaware
> dcwilson@udel.edu

> -----Original Message-----

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
> mail@marketsharescorp.com
> Sent: Thursday, August 07, 2008 3:24 PM
> To: AAPORNET@ASU.EDU
> Subject: Re: WSJ article - When Voters Lie

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> They showed 12% of whites undecided versus only 8% of Blacks undecided.
> Moreover, a separate CBS/NY Times document said 83% of Blacks had made up
> their minds versus only 69% of Whites; i.e., blacks decided earlier.

> I would like to seem more national polls showing similar data.

> Nick

> ----- Original message -----

> From: Jan Werner <jwerner@JWDP.COM>
>> When Voters Lie

>> It's a given that people fib in surveys, and this election season is
>> especially tricky with race looming as an issue. How pollsters are
>> trying to uncover the truth

>> By ELLEN GAMERMAN
>> August 2, 2008; Page W1

>> Please respond to the following statement:

>> People lie on polls:

>>

>> Strongly agree

>> Agree somewhat

>> Neither agree nor disagree

>> Disagree somewhat

>> Strongly disagree

>>

>> One of the toughest questions on any poll is whether people are telling
>> the truth. It is a conundrum that looms front and center as voters look
>> ahead to the first U.S. presidential contest that an African-American
>> candidate has a chance to win. With polls showing overwhelming voter
>> support for the idea of a black president, researchers and pollsters are
>> trying to determine who really means it.

>>

>>

>>

>> The full article, which covers a lot of ground and is quite well
>> researched for a newspaper, is available in a printable format at:

>>

>> http://online.wsj.com/public/article_print/SB121763171653206035.html

>>

>> -----

>>

>> Jan Werner

>>

>> -----

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Date: Mon, 11 Aug 2008 09:07:14 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Polls' questions as important as the answers
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

<<http://www.sfgate.com/>>=20

Back to Article

<<http://www.sfgate.com/cgi-bin/article.cgi?f=3D/c/a/2008/08/10/IN57126GAN=>
. DTL> =20

Polls' questions as important as the answers

Dick Rogers, Readers' Representative <<mailto:readerrep@sfchronicle.com>>=20

Sunday, August 10, 2008

San Francisco Chronicle

<http://sfgate.com/cgi-bin/article.cgi?f=3D/c/a/2008/08/10/IN57126GAN.DTL>

In the 2000 South Carolina primary, "pollsters" asked voters whether they would support John McCain's presidential campaign if they knew he had fathered an illegitimate black child.

SNIP=20

Last week, The Chronicle reported on a statewide survey gauging Californians' views on offshore oil drilling. The study, by the Public Policy Institute of California, showed softening opposition as oil prices rise, consumers struggle to keep their vehicles fueled and the GOP seizes the moment. The poll showed a thin majority of 51 percent favors drilling. With a 2 percent margin of error, it's a dead heat.=20

To the extent that public opinion influences policymakers, the shift over the last few years promises to deepen the debate and perhaps push it onto the political front burner.

With the stakes so high, a reader from Berkeley critiqued the paper for failing to list the actual questions posed in the survey.

"The language in the question, of course, can have a large impact on how people answer," he wrote. "For example, 'Do you support offshore drilling if it would make you rich and give you beauty?' will get a lot more yes answers than 'Do you support offshore drilling even though the first oil won't start flowing for at least 10 years and even then have minimal impact on gas prices?' "

SNIP

Steve Proctor, The Chronicle's deputy managing editor for news, found the reader persuasive.

"Going forward," he said, "I'd like to make it a practice on these polls to highlight the question in a box that goes with the story. It seems to me to be important contextual information for understanding the results of the poll."

(See the 42-page report, titled "Californians and the Environment," at www.ppic.org. Read more about legitimate polling techniques and advocacy surveys such as "push polls" at www.aapor.org/aaporstatementonpushpolls.)

E-mail Dick Rogers at readerrep@sfchronicle.com.

=20

This article appeared on page G - 5 of the San Francisco Chronicle

=20

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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Date: Mon, 11 Aug 2008 15:00:45 +0100
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>
Subject: Re: Polls' questions as important as the answers
Comments: To: Simonetta@ARTSCI.COM, AAPORNET@ASU.EDU
In-Reply-To:
A<3248A9B21DD5574785FE5E2C8E521684B5E11C@exchange.local.artsience.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 8bit

And I'd like make it a practice not to use phrases such as 'going forward' and the word 'critique' as a verb.

Iain Noble
Department for Children, Schools and Families
Young People Analysis Division - Youth Research Team,

4th Floor , Sanctuary Buildings
Great Smith Street
London SW1P 3BT

>-----Original Message-----

>From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta

>Sent: 11 August 2008 14:07

>To: AAPORNET@ASU.EDU

>Subject: Polls' questions as important as the answers

>

> <<http://www.sfgate.com/>>

>

>Back to Article

><<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/08/10/IN57126GAN>

.

>DTL>

>

>

>

>

>Polls' questions as important as the answers

>

>

>Dick Rogers, Readers' Representative <<mailto:readerrep@sfchronicle.com>>

>

>Sunday, August 10, 2008

>
>San Francisco Chronicle
>
><http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/08/10/IN57126GAN.DTL>
>
>
>
>SNIP
>
>Steve Proctor, The Chronicle's deputy managing editor for news, found
>the reader persuasive.
>
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polls
>to highlight the question in a box that goes with the story. It seems
to
>me to be important contextual information for understanding the results
>of the poll."
>

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=====
Date: Mon, 11 Aug 2008 09:08:33 -0500
Reply-To: Jeanie Harper <JHarper@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

[<cid:image001.jpg@01C8FB91.D4DFB700>]
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InterMedia Survey Institute-a global research, evaluation and consulting firm specializing in media and communications-is seeking an experienced Research Analyst/Project Manager who will be responsible for the management of quantitative projects in the countries of the former Soviet Union and Southeastern Europe.

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- * Knowledge of regional languages a plus
- * Ability to work to multiple and tight deadlines

- * Provide accurate and appropriate interpretation of data.

- * Develop useful and insightful information from a variety of data sources, primarily quantitative data but also integrating qualitative data.

- * Work with colleagues and clients to develop and deliver data products in report and presentation formats.

Education & Experience

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- * Experience living, studying and/or working abroad a plus

Characteristics

- * Interest in mass media, marketing and communications in developing societies

- * Team player, self-starter; shows initiative

- * Availability to travel (up to 20%)

* Detail oriented and task oriented, able to multi-task and meet tight deadlines

* Passion for research, analysis and delivering insights to clients

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=====
Date: Mon, 11 Aug 2008 11:29:22 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: John Zogby on how voters should look at polls
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

INTELLIGENCE REPORT
How to Look at a Poll
Patricia Greco

<http://www.parade.com/hot-topics/0808/how-to-look-at-a-poll>

Published: August 10, 2008

John Zogby, author of the new book *The Way We'll Be*, has run a national polling firm for two decades. He tells PARADE how people should evaluate the numbers they read.

SNIP

On Election Day 2004, you said that John Kerry would win. Can we trust you? That was a bit of hubris on my part. A couple of states such as Ohio were too close to call, so I made an assessment based on pre-election polls and exit polls. But that experience led me to drop the prediction part of the business and stick to polling.

--

Leo G. Simonetta
Director of Research
Art & Science Group
6115 Falls Road, Suite 101
Baltimore, MD 21209

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Date: Mon, 11 Aug 2008 08:32:30 -0700
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: Polls' questions as important as the answers
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@ASU.EDU
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E521684B5E11C@exchange.local.artscience.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Living in the SF Bay Area, I read Dick Rogers piece in the Chronicle Insight section yesterday and was pleased at his coverage of poll question construction issues. As I've written in the past, however, the issue of neutral political poll questionnaires is deeper than the issue of intentional biasing or push polling. There are assumptions embedded in the polling process that can not be easily extricated. In particular, there is systematic ideological bias in the information we receive from the corporate mass media. That bias dominates the background information upon which people rely to form their opinions. When--at Retro Poll--in 2004 we wanted to know how many people might support impeachment we were ridiculed, first by Doug Henwood of the Left Business Observer and then by several noteworthy pollsters on the AAPOR list, because we introduced our question with the fact that President Bush had misled the Congress and the American people in taking the country into war. We asked if that was grounds for impeachment and in 3 polls we found consistency of about 39+% saying yes. The critique of our approach was twofold: we had conditioned the question by inserting the idea of "misleading" and there was no one in politics or the media talking about impeachment at the time, so we had raised a kind of red herring to push an agenda. I think the latter criticism should always be dismissed on its face as promotion of censorship of ideas and full discourse. The question itself was not inappropriate. The former criticism is the one that pertains to Dick Rogers piece. In 2004 the media was not yet quite ready to assert that Bush had obviously misled the public and Congress (since then almost no one doubts that this is fact and the media promotes their "failure" to see the truth in 2001, although most conscionable people knew this from the git go) about wmds, nuclear dangers, imminent attacks etc. How can polling be used to actually advance democracy and democratic discourse (which ought to be its central purpose) rather than to serve the interests of those who

comission polls for marketing and manipulative purposes? If obvious facts suppressed by major media are to be kept behind the shroud of misbelief and the public is to be scoured only with disinformation--yes better info can be had on the web etc. but that isn't the point--what good is measuring their opinion in the purely objective sense, other than to validate and demonstrate the effectiveness of subtle censorship? I can give anyone a paragraph of misinformation and get them (most of the time) to draw the conclusion and form the belief that I wish them to form. Why should anyone with ethical standards want to measure the effectiveness of that process? We need more than aloof "objectivity" in order to challenge this cynical process. We need ethical standards that permit reasonable and factual interventions that challenge the status quo when background assumptions are obviously unreasonable to an informed observer and based upon mythology and propaganda. It is all too easy to categorize these issues in ideological terms such as left, right, center. But, that Mr. Bush misrepresented the facts on Iraq to achieve his goals is not an ideological issue at all. It is a fact, and a salient one at that. If we ignore this feature, those who do political polling become little more than cheerleaders for those in power--regardless of ideological bent.

Marc Sapir

Marc Sapir MD, MPH
510-848-3826
marcsapir@comcast.net

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Monday, August 11, 2008 6:07 AM
To: AAPORNET@ASU.EDU
Subject: Polls' questions as important as the answers

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Polls' questions as important as the answers

Dick Rogers, Readers' Representative <<mailto:readerrep@sfchronicle.com>>

Sunday, August 10, 2008

San Francisco Chronicle

<http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/08/10/IN57126GAN.DTL>

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SNIP

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With the stakes so high, a reader from Berkeley critiqued the paper for failing to list the actual questions posed in the survey.

"The language in the question, of course, can have a large impact on how people answer," he wrote. "For example, 'Do you support offshore drilling if it would make you rich and give you beauty?' will get a lot more yes answers than 'Do you support offshore drilling even though the first oil won't start flowing for at least 10 years and even then have minimal impact on gas prices?' "

SNIP

Steve Proctor, The Chronicle's deputy managing editor for news, found the reader persuasive.

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(See the 42-page report, titled "Californians and the Environment," at www.ppic.org. Read more about legitimate polling techniques and advocacy surveys such as "push polls" at www.aapor.org/aaporstatementonpushpolls.)

E-mail Dick Rogers at readerrep@sfchronicle.com.

This article appeared on page G - 5 of the San Francisco Chronicle

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Director of Research

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Date: Mon, 11 Aug 2008 09:55:42 -0700
Reply-To: Todd Rockwood <rockw001@UMN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Todd Rockwood <rockw001@UMN.EDU>
Subject: Polls Online
Comments: To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

I am looking for an online site that contains a summary/synthesis of polls across a whole range of issues. Someone referred me to www.pollingreport.com, but was wondering if there are similar websites that others know of and use to obtain basic information about polls that have been done.

thanks - todd rockwood
rockw001@umn.edu

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Date: Mon, 11 Aug 2008 14:39:12 -0400
Reply-To: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Organization: Harvard University
Subject: Re: Polls Online
Comments: To: Todd Rockwood <rockw001@UMN.EDU>, aapornet@asu.edu
In-Reply-To: <LISTSERV%200808110955422809.4EBD@LISTS.ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

Two other resources I find useful are:

The Polling Report:

<http://www.pollingreport.com/>

This is partially subscription-based.

The Roper Center:

<http://www.ropercenter.uconn.edu/>

This is also largely subscription-based, with two particularly useful resources:

The iPoll database is a subscription-based database of public opinion survey questions, primarily from national general population studies. The RoperExpress or other archive search functions can be helpful in locating studies (and data). Though access to datasets is on a subscription or fee basis, the questionnaires (containing question wording but not data) can usually be downloaded.

The Harvard Program on Survey Research also includes links to other resources. The following page provides links to other places to find survey data:

http://www.iq.harvard.edu/psr/survey_data_collections

Todd Rockwood wrote:

I am looking for an online site that contains a summary/synthesis of polls across a whole range of issues. Someone referred me to www.pollingreport.com, but was wondering if there are similar websites that others know of and use to obtain basic information about polls that have been done.

thanks - todd rockwood
rockw001@umn.edu

--

Chase H. Harrison, Ph.D.

Preceptor in Survey Research

Department of Government
Harvard University

1737 Cambridge St.

Cambridge, MA 02138

(617) 384-7251 [Voice]

(617) 495-0438 [FAX]

Email: CHarrison@gov.harvard.edu <mailto:CHarrison@gov.harvard.edu>

Harvard Program on Survey Research

<http://www.iq.harvard.edu/psr/>

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Date: Mon, 11 Aug 2008 16:35:43 -0400
Reply-To: lhuddy@NOTES.CC.SUNYSB.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leonie Huddy <lhuddy@NOTES.CC.SUNYSB.EDU>
Subject: Job Posting: Assistant Director,
Stony Brook University Center for Survey Research
Comments: To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="UTF-8"
Content-Transfer-Encoding: base64

QXNzaXN0YW50IERpcmVjdG9yIMK3IEFjYWRlbWljIFN1cnZleSBSZXNIYXJjaCBDZW50ZXINCiN0

response rates, and/or data quality. A few (but not all) topic areas =
for the 2009 workshop:

=B8 The effect of mixed-modes on respondent cooperation

Best-practices in mix-modes, how choice of modes and/or methods of =
offering modes impacts cooperation, sequencing of modes, routing of =
sample to modes, role of call centers in mix-mode designs, etc.

=B8 Handling respondent data quality concerns for online research & =
panels

Weeding out and/or treatment of satisficers & frauds, timing/metrics =
analysis, sourcing respondents for panel research, determining good vs. =
bad panels, etc.

=20

=B8 Techniques in telephone research

ABS, cell phone samples, and other methods of improving coverage (what =
are challenges and promise of these techniques?)

Impact of cell-phone only households on research, ability to achieve =
completes per hour, adjustments that need to be made in RFPs, how to =
handle a call when reaching a cell phone inadvertently through an =
automated dialer

Techniques for engaging respondents at the beginning of the survey =
process.

How does interviewer training and retention impact data quality and =
respondent cooperation?

=B8 New techniques for gaining participation among hard-to-reach =
respondents

=B8 Other innovations in Respondent Experience

New findings in respondent cooperation in mail surveys.

Screening techniques for focus groups in preventing frauds.

What new techniques/modes of follow-up contacts work to improve =
cooperation?

How well do latent measures perform in measuring concepts?

How do dynamic formats perform in terms of data quality and respondent =
cooperation? =20

=20

If you would like to speak on one of the above themes or another topic =
dealing with respondent cooperation, please send a brief summary (1-2 =
paragraphs) of your presentation. Please email your presentation =
proposal to pglaser@cmor.org. Deadline for submissions is September =
19th, 2008.

=20

Presenters receive a free admission to the three day workshop and a =
chance to network with research professionals who work with cooperation =
issues every day.

Questions? Contact Patrick Glaser at pglaser@cmor.org, or call =
860.657.1881

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Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Tue, 12 Aug 2008 11:31:38 -0400
Reply-To: Lawrence Luskin <Lawrence.A.Luskin@MACROINTERNATIONAL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Lawrence Luskin <Lawrence.A.Luskin@MACROINTERNATIONAL.COM>
Subject: Job Posting- Senior Analyst (Washington, DC Area)
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

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using tools such as web surveys, telephone surveys, mail surveys, and =
qualitative research =20

=A7 Managing data collection efforts=20

=A7 Overseeing statistical data analysis=20

=A7 Writing comprehensive, consultative reports=20

=A7 Developing strategies and recommendations based on the research

=A7 Presenting data to clients

=A7 Supporting business development activities

=20

This position requires 5+ years experience with projects relating to:

=20

=A7 Customer satisfaction and loyalty

=A7 Employee satisfaction

=A7 Market research

=A7 Organizational development

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Date: Tue, 12 Aug 2008 13:51:04 -0400
Reply-To: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Subject: New Tactic- *Polling on Sen. Clinton...*
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

I just received the following. Assume it was blasted to anyone who has

released a presidential poll. Wonder where/who this came from.
Fascinating...

=20

=20

From: Jessi [mailto:xxxxxx@yahoo.com]=20
Sent: Tuesday, August 12, 2008 1:46 PM
Subject: Polling on Sen. Clinton...

=20

I've read all your latest polls on Barack Obama vs. John McCain, Would you consider doing some polling as to what would happen if Sen. Clinton were the nominee against McCain? After all, there is no democratic nominee yet, only a presumptive nominee.

=20

Thanks! it would be very interesting.

=20

Jessi LC

=20

=20

=20

=20

=20

=20

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Tue, 12 Aug 2008 14:12:33 -0400
Reply-To: David Roe <droe@SURVEYSCIENCES.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Roe <droe@SURVEYSCIENCES.COM>
Subject: Preventing attrition in a high risk sample
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

A colleague of mine is looking into the issue of preventing attrition in a very high risk sample: low-income adults, many of whom are ex-offenders and drug addicts (both past and present). =20

=20

I was wondering if anyone could recommend any resources that have addressed particular approaches that would be useful with this (or similar) population?

=20

Off-line responses would be appreciated. I'm happy to summarize for the list at a later point.

=20

Thanks!

=20

David J. Roe, M.A.

Survey Sciences Group, LLC

droe@surveysciences.com

734.213.4600 x105

=20

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Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Tue, 12 Aug 2008 14:43:58 -0400
Reply-To: "Stockdale, Jason" <jstockdale@RTI.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Stockdale, Jason" <jstockdale@RTI.ORG>
Subject: Re: Preventing attrition in a high risk sample
Comments: To: David Roe <droe@SURVEYSCIENCES.COM>, AAPORNET@ASU.EDU
In-Reply-To:
A<1F3206FCB5BE494DB2A033B159BCE94EF6AFF9@server.surveysciences.local>
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 8bit

What mode(s) of data collection are you using?

Jason D. Stockdale, M.A.
RTI International

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of David Roe
Sent: Tuesday, August 12, 2008 2:13 PM
To: AAPORNET@ASU.EDU
Subject: Preventing attrition in a high risk sample

A colleague of mine is looking into the issue of preventing attrition in a very high risk sample: low-income adults, many of whom are ex-offenders and drug addicts (both past and present).

I was wondering if anyone could recommend any resources that have addressed particular approaches that would be useful with this (or similar) population?

Off-line responses would be appreciated. I'm happy to summarize for the list at a later point.

Thanks!

David J. Roe, M.A.

Survey Sciences Group, LLC

droe@surveysciences.com

734.213.4600 x105

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Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Tue, 12 Aug 2008 15:13:49 -0400
Reply-To: Phillip Downs <pd@KERR-DOWNS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phillip Downs <pd@KERR-DOWNS.COM>
Subject: Driving respondents to a website
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

One of our clients wants us to post a questionnaire on their website and to mail postcards to individuals to drive them to the website to complete the questionnaire.

My experience with a variation to this approach has been negative (i.e., few people actually go to the website).

What response rates have you experienced attempting to drive people to a website questionnaire by mailing (or emailing or telephoning) them, a priori.

Thanks in advance for sharing your successes/failures.

Phillip

Phillip Downs, Ph.D.

Professor of Marketing | Florida State University

Senior Partner | Kerr & Downs Research
800.564.3182 | 850.906.3112 (f)

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Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Tue, 12 Aug 2008 21:15:45 -0400
Reply-To: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Subject: Re: New Tactic- *Polling on Sen. Clinton...*
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

A trend has started to form. See below...

-----Original Message-----

From: TIL [mailto:bxr818@yahoo.com]

Sent: Tue 8/12/2008 7:06 PM

To: self

Subject:=20

=20

Dear Pollster,

=20

Since Barack Obama has been performing weakly in the polls against John =

McCain, and also considering the fact that almost two-thirds of

Americans want a Democrat for president, I ask you to please place

Hillary Clinton's name in your presidential polls from now until at

least the convention.=20

=20

As neither of the two Democratic candidates have the minimum delegate =

numbers, there is currently still no certified

nominee. It is not too late for the party to re-evaluate (or validate)

their choice with a viable comparison. Perhaps it is time for the pulse

of the American people to be taken again?=20

=20

Hillary was way ahead of McCain when the polls were done soon after she =

suspended her campaign.

=20

It would also be of great interest to know how Hillary still polls =

versus the other Democratic candidate and John McCain in important big =

states like Florida, Ohio, Pennsylvania and Michigan.

Thank you for your consideration in this matter.=A0 I remain,

Sincerely yours,

Teresa Lim

Archives: <http://lists.asu.edu/archives/aapornet.html> .

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=====
Date: Wed, 13 Aug 2008 16:48:11 +0200

Reply-To: mannheim.direct@gesis.org

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: mohler <mohler@ZUMA-MANNHEIM.DE>

Organization: GESIS ZUMA

Subject: Contacts for Cognitive Labs in Japan, Korea and Taiwan

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

Content-Type: text/plain; charset=ISO-8859-15; format=flowed

Content-Transfer-Encoding: 7bit

Dear Colleagues,
GESIS-ZUMA in Mannheim, Germany, is looking for competent partners who are capable to do cognitive pretests (cognitive labs) in Japan, Korea and Taiwan this fall.
Recommendations from AAPOR members are very welcome.

Please reply to the sender only.

Thank you
Peter Mohler
Director
GESIS-ZUMA
Mannheim

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Date: Wed, 13 Aug 2008 10:59:02 -0700
Reply-To: Paul Goodwin <paulg@GSVRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Goodwin <paulg@GSVRESEARCH.COM>
Subject: NYT op-ed says cell phone polling illegal
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252; format=flowed
Content-Transfer-Encoding: 8bit

An interesting op-ed by Garrett Graff in today's NYT states the following: "/Cellphones, which legally can't be called by pollsters and can't be reached by campaign "robo-calls," are the most intimate form of communication technology today./" Graff is described as an editor at the /Washingtonian /magazine and former webmaster for Howard Dean (who is now chair of the Democratic National Committee). Should the several errors in this statement make me uneasy about the Democratic Party's campaign strategy for November? Or should it just make me concerned about fact-checkers at the NYT? Or do they not fact-check op-eds?

--
Paul Goodwin
Goodwin Simon Victoria Research
P.O. Box 366
Culver City, CA 90232
310/558-4761 (phone)
310/558-0539 (fax)

310/210-8984 (cell)
paulg@gsvresearch.com

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=====

Date: Wed, 13 Aug 2008 14:13:32 -0400
Reply-To: Howard Fienberg <hfienberg@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Fienberg <hfienberg@CMOR.ORG>
Subject: Re: NYT op-ed says cell phone polling illegal
Comments: To: Paul Goodwin <paulg@GSVRESEARCH.COM>, AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

As you all may remember, the federal Telephone Consumer Protection Act =
(TCPA) prohibits using an automated telephone dialing system to contact =
a cell phone without the express prior consent of the person being =
called. This applies to ALL CALLERS, including survey and opinion =
researchers. This means that the only way to call a cell phone without =
express prior consent is manually, i.e., using your own fingers to press =
the buttons or dial the rotary on a phone.

For more on legal and ethical issues regarding cellphone research, see =
CMOR's 1-page best practice paper: =
http://www.cmor.org/pdf/cellphone_cmor_best_practices.pdf

Sincerely,
Howard Fienberg
Director of Government Affairs
CMOR
202-775-5170
hfienberg@cmor.org
<http://www.cmor.org>

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counsel regarding the interpretation and application of any laws to your =
business.

-----Original Message-----

From: AAPORNET on behalf of Paul Goodwin
Sent: Wed 8/13/2008 1:59 PM
To: AAPORNET@ASU.EDU
Subject: NYT op-ed says cell phone polling illegal

=20

An interesting op-ed by Garrett Graff in today's NYT states the following: "Cellphones, which legally can't be called by pollsters and can't be reached by campaign "robo-calls," are the most intimate form of communication technology today." Graff is described as an editor at the

Washingtonian magazine and former webmaster for Howard Dean (who is now chair of the Democratic National Committee). Should the several errors in this statement make me uneasy about the Democratic Party's campaign strategy for November? Or should it just make me concerned about fact-checkers at the NYT? Or do they not fact-check op-eds?

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310/558-4761 (phone)
310/558-0539 (fax)
310/210-8984 (cell)
paulg@gsvresearch.com

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Date: Wed, 13 Aug 2008 14:39:11 -0400
Reply-To: philip_meyer@unc.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Organization: University of North Carolina at Chapel Hill
Subject: Re: NYT op-ed says cell phone polling illegal
Comments: To: Paul Goodwin <paulg@GSVRESEARCH.COM>

Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <48A320E6.9060701@gsvresearch.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252; format=flowed
Content-Transfer-Encoding: 8bit

I don't know about the Tiimes specifically, but newspapers in general fact-check op-eds. The USA Today fact-checkers have saved my butt more than once. It makes sense, because the editors don't know the op-ed contributors as well as they know their own staff.

Phil Meyer

Paul Goodwin wrote:

> An interesting op-ed by Garrett Graff in today's NYT states the
> following: "/Cellphones, which legally can't be called by pollsters
> and can't be reached by campaign "robo-calls," are the most intimate
> form of communication technology today." Graff is described as an
> editor at the /Washingtonian /magazine and former webmaster for Howard
> Dean (who is now chair of the Democratic National Committee). Should
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> make me concerned about fact-checkers at the NYT? Or do they not
> fact-check op-eds?

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Wed, 13 Aug 2008 12:17:31 -0700
Reply-To: Paul Goodwin <paulg@GSVRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Goodwin <paulg@GSVRESEARCH.COM>
Subject: Re: NYT op-ed says cell phone polling illegal
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <D751154249FA5F46AEA41585265968977A11C8@mraexch.mra-dom.mra-net.org>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

Right, but what I was trying to point out is that pollsters can -- and increasingly, must -- contact voters on wireless phones. Yes we must follow the rules when dialing, but if we do so it is legal to contact

those using wireless phones. It is a bit disturbing that NYT readers might now think this is not the case.

Howard Fienberg wrote:

> As you all may remember, the federal Telephone Consumer Protection Act (TCPA) prohibits using an automated telephone dialing system to contact a cell phone without the express prior consent of the person being called. This applies to ALL CALLERS, including survey and opinion researchers. This means that the only way to call a cell phone without express prior consent is manually, i.e., using your own fingers to press the buttons or dial the rotary on a phone.

>

> For more on legal and ethical issues regarding cellphone research, see CMOR's 1-page best practice paper:

http://www.cmor.org/pdf/cellphone_cmor_best_practices.pdf

>

> Sincerely,

> Howard Fienberg

> Director of Government Affairs

> CMOR

> 202-775-5170

> hfienberg@cmor.org

> <http://www.cmor.org>

>

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>

>

> -----Original Message-----

> From: AAPORNET on behalf of Paul Goodwin

> Sent: Wed 8/13/2008 1:59 PM

> To: AAPORNET@ASU.EDU

> Subject: NYT op-ed says cell phone polling illegal

>

> An interesting op-ed by Garrett Graff in today's NYT states the following: "/Cellphones, which legally can't be called by pollsters and can't be reached by campaign "robo-calls," are the most intimate form of communication technology today./" Graff is described as an editor at the /Washingtonian /magazine and former webmaster for Howard Dean (who is now chair of the Democratic National Committee). Should the several errors in this statement make me uneasy about the Democratic Party's campaign strategy for November? Or should it just make me concerned about fact-checkers at the NYT? Or do they not fact-check op-eds?

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Paul Goodwin
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=====
Date: Wed, 13 Aug 2008 16:30:25 -0400
Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Subject: FW: NYT op-ed says cell phone polling illegal
Comments: To: AAPORNET@ASU.EDU
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Paul,

You are right to be concerned about this misinformation fostered by Mr. Graff's mistake.

Hopefully someone in the Times polling unit (or at CBS news, the Times' polling partner) will get the Times to print a "correction" on this issue.

PJL

-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Paul Goodwin
Sent: Wednesday, August 13, 2008 3:18 PM
To: AAPORNET@ASU.EDU
Subject: Re: NYT op-ed says cell phone polling illegal

Right, but what I was trying to point out is that pollsters can -- and increasingly, must -- contact voters on wireless phones. Yes we must follow the rules when dialing, but if we do so it is legal to contact those using wireless phones. It is a bit disturbing that NYT readers might now think this is not the case.

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>
> For more on legal and ethical issues regarding cellphone research, see CMOR's 1-page best practice paper:
> http://www.cmor.org/pdf/cellphone_cmor_best_practices.pdf

>
> Sincerely,
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> Director of Government Affairs
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> hfienberg@cmor.org
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>
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>
>
> -----Original Message-----
> From: AAPORNET on behalf of Paul Goodwin
> Sent: Wed 8/13/2008 1:59 PM
> To: AAPORNET@ASU.EDU
> Subject: NYT op-ed says cell phone polling illegal

>
> An interesting op-ed by Garrett Graff in today's NYT states the following: "/Cellphones, which legally can't be called by pollsters and can't be reached by campaign "robo-calls," are the most intimate form of communication technology today./" Graff is described as an editor at the /Washingtonian /magazine and former webmaster for Howard Dean (who is now chair of the Democratic National Committee). Should the several errors in this statement make me uneasy about the Democratic Party's campaign strategy for November? Or should it just make me concerned about fact-checkers at the NYT? Or do they not fact-check op-eds?

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=====
Date: Wed, 13 Aug 2008 17:36:22 -0700
Reply-To: phil@trounstine.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phil Trounstine <trounstine@SBCGLOBAL.NET>
Subject: Re: New Tactic- *Polling on Sen. Clinton...*
Comments: To: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>, AAPORNET@ASU.EDU
In-Reply-To: <646CCA15396FD24586392DB998CCF0210CC9C8AE@WLB-EXCH-VS-01.monmouth.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

This woman needs to take her medication.

-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Murray, Patrick
Sent: Tuesday, August 12, 2008 6:16 PM
To: AAPORNET@ASU.EDU
Subject: Re: New Tactic- *Polling on Sen. Clinton...*

A trend has started to form. See below...

-----Original Message-----

From: TIL [<mailto:bxr818@yahoo.com>]
Sent: Tue 8/12/2008 7:06 PM
To: self
Subject:

Dear Pollster,

Since Barack Obama has been performing weakly in the polls against John McCain, and also considering the fact that almost two-thirds of Americans

want a Democrat for president, I ask you to please place Hillary Clinton's name in your presidential polls from now until at least the convention.

As neither of the two Democratic candidates have the minimum delegate numbers, there is currently still no certified nominee. It is not too late for the party to re-evaluate (or validate) their choice with a viable comparison. Perhaps it is time for the pulse of the American people to be taken again?

Hillary was way ahead of McCain when the polls were done soon after she suspended her campaign.

It would also be of great interest to know how Hillary still polls versus the other Democratic candidate and John McCain in important big states like Florida, Ohio, Pennsylvania and Michigan.

Thank you for your consideration in this matter. I remain,

Sincerely yours,

Teresa Lim

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On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Wed, 13 Aug 2008 21:12:50 -0400
Reply-To: "Mackinnon, Timothy" <tmackinn@MONMOUTH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mackinnon, Timothy" <tmackinn@MONMOUTH.EDU>
Subject: Re: New Tactic- *Polling on Sen. Clinton...*
Comments: To: phil@trounstine.com, AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

The story is now bubbling up in the media. See Huffington Post
http://www.huffingtonpost.com/stephen-c-rose/pollers-asked-by-spammers_b_b_118546.html

From: AAPORNET on behalf of Phil Trounstine

Sent: Wed 8/13/2008 8:36 PM
To: AAPORNET@ASU.EDU
Subject: Re: New Tactic- *Polling on Sen. Clinton...*

This woman needs to take her medication.

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Murray, Patrick
Sent: Tuesday, August 12, 2008 6:16 PM
To: AAPORNET@ASU.EDU
Subject: Re: New Tactic- *Polling on Sen. Clinton...*

A trend has started to form. See below...

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Sincerely yours,

Teresa Lim

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Date: Thu, 14 Aug 2008 10:10:03 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: cell phone autodial law
Comments: To: AAPORNET@ASU.EDU, Howard Fienberg <hfienberg@CMOR.ORG>
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-disposition: inline
Content-type: text/plain; charset=US-ASCII

Howard:

Can you provide the exact wording of the law ... or a link to a website where it may be viewed? I am specifically interested in how the concept of "autodial" is defined.

Regards,
Joanthan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program

Associate Director, Research Call Center & Panel Research
NEW JERSEY INSTITUTE FOR SUCCESSFUL AGING
School of Osteopathic Medicine
University of Medicine and Dentistry of New Jersey
42 East Laurel Road, UDP Suite 2300
Stratford, New Jersey 08084
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>>> Howard Fienberg <hfienberg@CMOR.ORG> 8/13/2008 2:13 PM >>>

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http://www.cmor.org/pdf/cellphone_cmor_best_practices.pdf

Sincerely,
Howard Fienberg
Director of Government Affairs
CMOR
202-775-5170
hfienberg@cmor.org
<http://www.cmor.org>

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-----Original Message-----

From: AAPORNET on behalf of Paul Goodwin
Sent: Wed 8/13/2008 1:59 PM
To: AAPORNET@ASU.EDU

Subject: NYT op-ed says cell phone polling illegal

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can't be reached by campaign "robo-calls," are the most intimate form of communication technology today./" Graff is described as an editor at the

/Washingtonian /magazine and former webmaster for Howard Dean (who is now chair of the Democratic National Committee). Should the several errors in this statement make me uneasy about the Democratic Party's campaign strategy for November? Or should it just make me concerned about fact-checkers at the NYT? Or do they not fact-check op-eds?

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Paul Goodwin
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310/558-0539 (fax)
310/210-8984 (cell)
paulg@gsvresearch.com

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Date: Thu, 14 Aug 2008 10:19:37 -0400
Reply-To: Howard Fienberg <hfienberg@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Fienberg <hfienberg@CMOR.ORG>
Subject: Re: cell phone autodial law
Comments: To: Jonathan Brill <brillje@UMDNJ.EDU>, AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

http://www.law.cornell.edu/uscode/html/uscode47/usc_sec_47_00000227----00=0-.html

<http://www.fcc.gov/cgb/consumerfacts/tcpa.html>

Creative interpretation of the law is done at your own legal risk. The =
Federal Communications Commission (FCC) interprets it extremely broadly =
as pretty much any automation.

Cheers,
Howard Fienberg
Director of Government Affairs
CMOR

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From: AAPORNET on behalf of Jonathan Brill
Sent: Thu 8/14/2008 10:10 AM
To: AAPORNET@ASU.EDU
Subject: cell phone autodial law
=20
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Joanthan

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Telephone (direct): 856.566-6727
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CMOR
202-775-5170
hfienberg@cmor.org=20
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Sent: Wed 8/13/2008 1:59 PM
To: AAPORNET@ASU.EDU=20
Subject: NYT op-ed says cell phone polling illegal
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310/210-8984 (cell)
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Date: Fri, 15 Aug 2008 09:22:21 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Re: NYT op-ed says cell phone polling illegal
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<007901c8fd83\$6b00b250\$410216f0\$@net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Ask and ye shall receive:

The original article
<http://www.nytimes.com/2008/08/13/opinion/13graff.html> now has a
correction;

'This article has been revised to reflect the following correction:

Correction: August 14, 2008

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polling of cellphone customers. While it is illegal to use
automatic-dialing machines, pollsters can manually call cellphone
numbers. "

--

Leo G. Simonetta
Director of Research
Art & Science Group
6115 Falls Road, Suite 101
Baltimore, MD 21209

-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Paul J Lavrakas
PhD
Sent: Wednesday, August 13, 2008 4:30 PM
To: AAPORNET@ASU.EDU
Subject: FW: NYT op-ed says cell phone polling illegal

Paul,

You are right to be concerned about this misinformation fostered by Mr.
Graff's mistake.

Hopefully someone in the Times polling unit (or at CBS news, the Times'
polling partner) will get the Times to print a "correction" on this
issue.

PJL

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Goodwin

Sent: Wednesday, August 13, 2008 3:18 PM

To: AAPORNET@ASU.EDU

Subject: Re: NYT op-ed says cell phone polling illegal

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> Sincerely,

> Howard Fienberg

> Director of Government Affairs

> CMOR

> 202-775-5170

> hfienberg@cmor.org

> <http://www.cmor.org>

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> Sent: Wed 8/13/2008 1:59 PM

> To: AAPORNET@ASU.EDU

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Date: Fri, 15 Aug 2008 08:41:39 -0500
Reply-To: Jeanie Harper <JHarper@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

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We currently have openings for survey specialists in our Princeton, NJ and Cambridge, MA offices. As a survey specialist, you would join our staff of research professionals who conduct a range of research projects in the areas of Medicare reform, disability studies, fatherhood, welfare reform, child development, education and well-being. Examples of our work include the national evaluation of the Early Head Start (EHS) program; the National Survey of Recent College Graduates; several international development evaluations; a random assignment evaluation of preschool curricula; and evaluations of interventions aimed at strengthening relationships, supporting healthy marriages, and improving child well-being.

As a survey specialist, you would work in a multidisciplinary setting that includes staff with doctoral and masters-level degrees in psychology, education, economics, public policy, sociology, demography, and survey methodology. We encourage and provide support for staff to engage in professional development activities, and continued training. We offer our employees a stimulating, team-oriented work environment, competitive salaries, and a comprehensive benefits package, as well as the advantages of employee ownership.

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- * Develop survey instruments, prepare training materials, and conduct pretests
- * Manage data collection efforts by training interviewers and supervising field staff, and assist in project management
- * Assist in writing and budgeting proposals
- * Monitor project expenditures and perform project management functions
- * Participate in qualitative data collection activities such as focus groups and site visits

Qualifications:

- * Master's degree in a social science or related discipline or equivalent experience
- * Minimum of one year survey research work experience, preferably in social policy
- * Excellent oral and written communication skills

* Familiarity with CAI and experience with spreadsheets or other PC programs preferred

Please submit a cover letter, resume, transcripts (unofficial transcripts are acceptable), and contact information for three references. You will be asked to attach these materials during the online application process.

Please submit a cover letter, resume, transcript (unofficial is acceptable), contact information for three references, writing sample, and salary requirements to our employment website at <https://careers.mathematica-mpr.com/applicants/Central?quickFind=3D50956>

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Date: Fri, 15 Aug 2008 13:40:25 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: FW: NYT op-ed says cell phone polling illegal
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Bob Worcester asked me to pass this on

Has anybody else seen the silly Shell ad which claims that they've done a survey, and the answers were 'unanimous' that everyone said they wanted free gas. I'd like to see proof of their 'unanimous' poll! Bob Worcester

Thanks
Sent using BlackBerry(r) from Orange

-----Original Message-----

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Date: Fri, 15 Aug 2008 09:22:21
To: <AAPORNET@ASU.EDU>
Subject: Re: NYT op-ed says cell phone polling illegal

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Director of Research
Art & Science Group
6115 Falls Road, Suite 101
Baltimore, MD 21209

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To: AAPORNET@ASU.EDU
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> Director of Government Affairs
> CMOR
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> hfienberg@cmor.org
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Date: Mon, 18 Aug 2008 12:07:54 -0700
Reply-To: Hank Zucker <hank@SURVEYSYSTEM.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Hank Zucker <hank@SURVEYSYSTEM.COM>
Subject: Online incentives
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; format=flowed; charset="iso-8859-1";
reply-type=original
Content-Transfer-Encoding: 7bit

Hi All,

Time to ask the list for advice.

I know there has been lots of research and anecdotal information collected

on incentives, but I can't find any good, relatively recent information.

Specifically, I'd like to know what incentives are most efficient in an online survey. We are considering a small Amazon gift certificate to everybody vs. a larger one to 1/25th or 1/50th or 1/100th of the the respondents.

For the smaller gift, how much more effective would \$10 be than \$5. For the larger one how much more effective would \$200 be than \$100? Are there other "magic" numbers to consider? Does stating the odds of winning help?

As usual, we are looking for the biggest bang for the buck. Of course offering more money would be more effective than offering less, but there must be some point at which we'd be paying a lot more while only getting a little higher response.

The particular survey we have in mind is about a businesses product we know the people on the list have seen. The survey would take 5-10 minutes. General guidelines would also be nice, since we are sometimes asked for advice.

Any suggestions would be much appreciated.

Thanks.

Hank Zucker
Creative Research Systems
www.surveysystem.com
707-765-1001

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Mon, 18 Aug 2008 13:37:47 -0700
Reply-To: Pamela Hunter <Pamela.Hunter@ASU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Pamela Hunter <Pamela.Hunter@ASU.EDU>
Subject: Household rosters
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Can anyone provide some suggestions/guidance about using a household roster? We are conducting a survey (primarily in-person using a laptop and survey programmed using Dimensions) in which a household roster is required and goes back five years. I'm interested in others' experiences with programming or collecting data using a household roster and suggestions for the most efficient way to do it. Does anyone have any experience with household rosters and programming them? If so, could you provide any advice, suggestions, etc.? Feel free to reply offline: Pamela.hunter@asu.edu.

=20

Thanks.

=20

Pam Hunter

=20

Pamela Hunter, Ph.D.

Institute for Social Science Research

Arizona State University

Tempe, Arizona 85287

480-965-5030

=20

=20

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Mon, 18 Aug 2008 14:05:09 -0700
Reply-To: Jerold Pearson <jpearson@STANFORD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jerold Pearson <jpearson@STANFORD.EDU>
Subject: Re: Online incentives
Comments: To: Hank Zucker <hank@SURVEYSYSTEM.COM>, AAPORNET@ASU.EDU
In-Reply-To: <[043a01c90168\\$2a4f5ac0\\$0500a8c0@HDell](mailto:043a01c90168$2a4f5ac0$0500a8c0@HDell)>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

>Specifically, I'd like to know what incentives are most efficient in
>an online survey. We are considering a small Amazon gift
>certificate to everybody vs. a larger one to 1/25th or 1/50th or
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Stay tuned for the full paper. Does anyone know the editor of "Mad" Magazine or the head of its peer review board?

Jerold Pearson, '75
Director of Market Research
Stanford Alumni Association
650-723-9186
<http://www.stanford.edu/~jpearson/>

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Mon, 18 Aug 2008 17:13:12 -0400
Reply-To: "Chapman, Chris" <Chris.Chapman@ED.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Chapman, Chris" <Chris.Chapman@ED.GOV>
Subject: job posting
Comments: To: aapornet@asu.edu
Comments: cc: jayharper@goamp.com
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

To whom it may concern, we have two new job postings here at NCES. I =

will send them under separate cover. There is a long URL where the jobs are posted - can this URL be made an active link so that people do not have to type it in (and maybe get to the wrong place?). Sincerely,
Chris Chapman

The National Center for Education Statistics (NCES) is searching for a full-time project officer to oversee the development and execution of a redesign of the National Household Education Surveys Program (NHES). NCES is responsible for collecting, analyzing, and reporting data on the condition of education in the United States, and is one of four Centers within the Department of Education's Institute of Education Sciences. The NHES study provides valuable information on education issues that cannot be addressed through school-based surveys, including early childhood program participation, before and after school opportunities, school choice, homeschooling, family involvement in education, planning for college, and the like. The project officer works on a small team of staff and contractors and will be responsible for a significant redesign of the data collection methodology including evaluation of different data collection modes and their potential effects on maintaining existing trend lines, in addition to conducting data analysis and reporting of NHES and other NCES data. For more information about NHES, please visit nces.ed.gov/nhes and for more information about NCES please visit nces.ed.gov.

We are searching for someone who has a Ph.D. in the social sciences, or equivalent experience in an appropriate field, and:

- * An interest in education policy;
- * Training in multivariate analysis and survey research methodology;
- * Experience working on a large-scale data collection project;
- * Experience working with NCES data sets, or other large-scale data

collections;

- * Skill with the use of SAS, SPSS, STATA, or R;
- * Strong analytical and writing skills;
- * The ability to manage several tasks concurrently, to switch easily

among tasks and accept new responsibilities, and project management experience;

- * The capacity to develop and maintain close working relationships with content and technical experts in the Department, other Federal agencies, professional associations, and research centers.

Those interested in learning more about the work on the project should contact Val Plisko, Associate Commissioner, Early Childhood, International, and Crosscutting Surveys Division (ECICSD) (valena.plisko@ed.gov), or Chris Chapman, Director of the Early Childhood and Household Studies Program (ECHS) (chris.chapman@ed.gov).

The position is posted as one of three levels of Research Scientist, depending on experience, in the Institute of Education Sciences with vacancy announcement numbers IES-AD-2008-0001, IES-AD-2008-0002, and IES-AD-2008-0003. Please see: <http://jobsearch.edhires.ed.gov/jobsearch.asp?q=3D&jbf574=3DEDER&jbf522=3D>

&salmin=3D&salmax=3D&paygrademin=3D&paygrademax=3D&FedEmp=3DN&sort=3Drv&v=
w=3Dd&brd=3D3876&ss=3D0&FedPub=3DN&cy=3DUS&SUBMIT1.x=3D32&SUBMIT1.y=3D17 =

Applicants should email their resume and a letter of interest to Sue =
Betka, Deputy Director for Administration and Policy, Institute of =
Education Sciences, U.S. Department of Education, at IESResAssoc@ed.gov.

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Mon, 18 Aug 2008 17:16:57 -0400
Reply-To: "Chapman, Chris" <Chris.Chapman@ED.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Chapman, Chris" <Chris.Chapman@ED.GOV>
Subject: job posting
Comments: To: aapornet@asu.edu
Comments: cc: jayharper@goamp.com
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

To whom it may concern, we have two new job postings here at NCES. I =
sent one a few minutes ago, and here is the second. There is a long URL =
where the jobs are posted - can this URL be made an active link so that =
people do not have to type it in (and maybe get to the wrong place?). =
Sincerely, Chris Chapman =20

The National Center for Education Statistics, Postsecondary Studies =
Division is searching for someone to join its sample survey team. NCES =
is responsible for collecting, reporting, analyzing, and disseminating =
data on the condition of postsecondary education in the United States, =
and is one of four Centers within the Department of Education's =
Institute of Education Sciences. =20

The sample survey team conducts several nationally representative =
surveys, including Baccalaureate and Beyond, the Beginning Postsecondary =
Students Longitudinal Study, and the National Postsecondary Student Aid =
Study, and collaborates with other surveys in the Center, such as the =
High School Longitudinal Study. We also disseminate data in reports and =
publications, analyze these data to meet congressional and departmental =
needs, and make these data available to researchers and the wider public =
through our data analysis tools. =20

Sample survey staff are responsible for the full range of survey =
activities - from the development of surveys, including sample design =
and data collection instruments, to examination and editing of =
preliminary and final data set, to co-authoring, reviewing and editing =
statistical reports based upon the particular survey, to making the data =
available to users in a timely manner. In carrying out this work, staff =
works closely with officials in the Department, other Federal agencies, =

state agencies, postsecondary educational institutions, and researchers, =
who use the data. In addition, staff work closely with the data =
collection contractor and ensure that the survey activities, data sets, =
and reports meet contractual and technical standards. =20
We are searching for someone who has a Ph.D. in the social sciences (or =
equivalent experience in an appropriate field), and:

- * An interest in education policy;
- * Training in multivariate analysis and survey research methodology;
- * Experience working on a large-scale data collection project; =20
- * Experience working with NCES data sets, or other large-scale data

=
collections;=20
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* Strong analytical and writing skills;
* The ability to manage several tasks concurrently, to switch easily
=
among tasks and accept new responsibilities, and project management =
experience;
* The capacity to develop and maintain close working relationships
with =
content and technical experts in the Department, other Federal agencies, =
state agencies, postsecondary institutions, professional associations, =
and research centers.

Those interested in learning more about the work of the postsecondary =
sample survey team should contact Thomas Weko, Associate Commissioner, =
Postsecondary Studies Division, NCES (tom.weko@ed.gov), or the head of =
the sample survey team, James Griffith, Program Director, Postsecondary =
Longitudinal Studies and Sample Surveys (james.griffith@ed.gov). =20

The position is posted as one of three levels of Research Scientist, =
depending on experience, in the Institute of Education Sciences with =
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IES-AD-2008-0003. Please see: =
<http://jobsearch.edhires.ed.gov/jobsearch.asp?q=3D&jbf574=3DEDER&jbf522=3D=&salmin=3D&salmax=3D&paygrademin=3D&paygrademax=3D&FedEmp=3DN&sort=3Drv&v=w=3Dd&brd=3D3876&ss=3D0&FedPub=3DN&cy=3DUS&SUBMIT1.x=3D32&SUBMIT1.y=3D17.>=

Applicants should email their resume and a letter of interest to Sue =
Betka, Deputy Director for Administration and Policy, Institute of =
Education Sciences, U.S. Department of Education, at IESResAssoc@ed.gov.

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
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Date: Mon, 18 Aug 2008 15:12:43 -0700
Reply-To: "Fielder, Eve" <EFielder@MEDNET.UCLA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Fielder, Eve" <EFielder@MEDNET.UCLA.EDU>
Subject: Re: Household rosters
Comments: To: Pamela Hunter <Pamela.Hunter@asu.edu>, AAPORNET@ASU.EDU

MIME-Version: 1.0
Content-Type: text/plain; charset="utf-8"
Content-Transfer-Encoding: 8bit

I guess this child has no background in survey research. She's at ASU yet, Morris Axelrod must be turning in his grave.

-----Original Message-----

From: AAPORNET on behalf of Pamela Hunter
Sent: Mon 8/18/2008 1:37 PM
To: AAPORNET@ASU.EDU
Cc:
Subject: Household rosters

Can anyone provide some suggestions/guidance about using a household roster? We are conducting a survey (primarily in-person using a laptop and survey programmed using Dimensions) in which a household roster is required and goes back five years. I'm interested in others' experiences with programming or collecting data using a household roster and suggestions for the most efficient way to do it. Does anyone have any experience with household rosters and programming them? If so, could you provide any advice, suggestions, etc.? Feel free to reply offline: Pamela.hunter@asu.edu.

Thanks.

Pam Hunter

Pamela Hunter, Ph.D.

Institute for Social Science Research

Arizona State University

Tempe, Arizona 85287

480-965-5030

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Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Mon, 18 Aug 2008 19:13:09 -0400
Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Subject: Re: Online incentives
Comments: To: Jerold Pearson <jpearson@STANFORD.EDU>, AAPORNET@ASU.EDU
In-Reply-To: <6.2.5.6.2.20080818132641.01d27cb8@stanford.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Jerold,

Do you have any evidence that the extra 2 pp response rate gained in the two incented groups made any nonignorable difference in the findings compared to the non-incented group??

PJL

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jerold Pearson
Sent: Monday, August 18, 2008 5:05 PM
To: AAPORNET@ASU.EDU
Subject: Re: Online incentives

>Specifically, I'd like to know what incentives are most efficient in
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Stay tuned for the full paper. Does anyone know the editor of "Mad" Magazine or the head of its peer review board?

Jerold Pearson, '75
Director of Market Research
Stanford Alumni Association
650-723-9186
<http://www.stanford.edu/~jpearson/>

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Mon, 18 Aug 2008 21:29:47 -0400
Reply-To: Colleen Porter <colleen_porter@COX.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Re: Household rosters
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <200808182223.m7ILFnav017936@lists.asu.edu>
Content-Type: text/plain; charset=US-ASCII; format=flowed; delp=yes
Content-Transfer-Encoding: 7bit
Mime-Version: 1.0 (Apple Message framework v926)

A lot of us have a solid "background in survey research." But a background isn't good enough anymore to address the ever-increasing challenges of our field.

That's why we go to AAPOR conferences and read POQ, to learn from folks who think outside the box and try new approaches that might work better, using their backgrounds as a springboard for future research, not an indisputable doctrine that will work forever.

I didn't have the pleasure of meeting Morris Axelrod in person, but most excellent researchers would applaud anyone seeking the latest answers to the questions of our craft, as well as those who do cutting-edge methodological research to provide those answers--even when it challenges their own work. After all, no outdated methodology is truly obsolete; it simply becomes a building block for future generations:)

When I did my first health insurance survey a decade ago, we constructed a household roster by asking about each household member in turn, getting age, gender, relationship, etc. before moving on to the next person. The questionnaire designer was insistent that this was the "best" way to collect those data, although it was harder to program into WinCati. A few years later, some compelling research

<http://www.census.gov/srd/papers/pdf/rsm2002-04.pdf>

suggested that there are many advantages to listing everyone's birth date, then everyone's marital status, etc. in a "topic-based" format.

As well as being applicable to the question at hand, that experience taught me that, in general, we should never assume that previous techniques are the best, merely because they have been used for years. (Cue the background music of "Tradition" from Fiddler on the Roof...)

To me, one of the most important recent studies regarding household rosters as they affect coverage errors is Betsy Martin's "Strength of attachment: Survey coverage of people with tenuous ties to residences" in *Demography*, May 2007 vol:44 iss:2 pg:427-440. She presents data from the Living Situation Survey, and there is an excellent in-depth discussion of the construct of "usual residence," including a not-too-many-items scale of Residential Attachment.

Colleen Porter
Gainesville, FL

On Aug 18, 2008, at 6:12 PM, Fielder, Eve wrote:

>
> I guess this child has no background in survey research. She's at
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>
> -----Original Message-----
> From: AAPORNET on behalf of Pamela Hunter
> Sent: Mon 8/18/2008 1:37 PM
> To: AAPORNET@ASU.EDU
> Subject: Household rosters

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> Pamela.hunter@asu.edu.

> Thanks.

> Pam Hunter

> Pamela Hunter, Ph.D.

> Institute for Social Science Research

> Arizona State University

> Tempe, Arizona 85287

> 480-965-5030

Archives: <http://lists.asu.edu/archives/aapornet.html> .

Please ask authors before quoting outside AAPORNET.

Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Tue, 19 Aug 2008 12:42:33 +0100

Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>
Subject: Re: Online incentives
Comments: To: pjlavrak@OPTONLINE.NET, AAPORNET@ASU.EDU
In-Reply-To: A<002a01c90187\$fb0fa8d0\$f12efa70\$@net>
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 8bit

Indeed. Although it's *possible* that a RR difference of this size would make a difference to NR bias it's very *unlikely* that it would and, in any case, it would be very small anyway. This seems to me to be further evidence that prize draws are an extremely ineffective form of incentivisation even when the prize offered is large and the respondent burden low.

Is there any reason why people persist with them other than that they're relatively cheap?

Iain Noble
Department for Children, Schools and Families
Young People Analysis Division - Youth Research Team,

4th Floor , Sanctuary Buildings
Great Smith Street
London SW1P 3BT

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul J Lavrakas
PhD

>Sent: 19 August 2008 00:13

>To: AAPORNET@ASU.EDU

>Subject: Re: Online incentives

>

>Jerold,

>

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the two

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compared to

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>

>PJJ

>

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jerold Pearson

>Sent: Monday, August 18, 2008 5:05 PM

>To: AAPORNET@ASU.EDU

>Subject: Re: Online incentives

>

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>
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>
>Jerold Pearson, '75
>Director of Market Research
>Stanford Alumni Association
>650-723-9186
><http://www.stanford.edu/~jpearson/>

>
>-----
>Archives: <http://lists.asu.edu/archives/aapornet.html> .
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aapornet-request@asu.edu

>

>-----

>Archives: <http://lists.asu.edu/archives/aapornet.html> .

>Please ask authors before quoting outside AAPORNET.

>Unsubscribe?-don't reply to this message, write to:

aapornet-request@asu.edu

>

>This email was received from the INTERNET and scanned by the Government Secure

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>(CCTM Certificate Number 2007/11/0032.) In case of problems, please call your

>organisation's IT Helpdesk.

>Communications via the GSi may be automatically logged, monitored and/or recorded for

>legal purposes.

The original of this email was scanned for viruses by the Government Secure Intranet virus scanning service supplied by Cable&Wireless in partnership with MessageLabs. (CCTM Certificate Number 2007/11/0032.) On leaving the GSi this email was certified virus free.

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Archives: <http://lists.asu.edu/archives/aapornet.html>

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

Please ask authors before quoting outside AAPORNET.

Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Tue, 19 Aug 2008 12:50:32 +0100

Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>

Subject: Re: Online incentives

Comments: To: hank@SURVEYSYSTEM.COM, AAPORNET@ASU.EDU

In-Reply-To: A<043a01c90168\$2a4f5ac0\$0500a8c0@HDell>

MIME-Version: 1.0

Content-Type: text/plain; charset="US-ASCII"

Content-Transfer-Encoding: 8bit

I think the methodology evidence is clear myself. Unconditional to all.

Iain Noble

Department for Children, Schools and Families

Young People Analysis Division - Youth Research Team,

4th Floor , Sanctuary Buildings

Great Smith Street

London SW1P 3BT

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Hank Zucker

>Sent: 18 August 2008 20:08

>To: AAPORNET@ASU.EDU

>Subject: Online incentives

>

>Hi All,

>

>Time to ask the list for advice.

>

>I know there has been lots of research and anecdotal information collected

>on incentives, but I can't find any good, relatively recent information.

>

>Specifically, I'd like to know what incentives are most efficient in an online survey. We are considering a small Amazon gift certificate to everybody vs. a larger one to 1/25th or 1/50th or 1/100th of the respondents.

>

>For the smaller gift, how much more effective would \$10 be than \$5.

For the

>larger one how much more effective would \$200 be than \$100? Are there other

>"magic" numbers to consider? Does stating the odds of winning help?

>

>As usual, we are looking for the biggest bang for the buck. Of course offering more money would be more effective than offering less, but there

>must be some point at which we'd be paying a lot more while only getting a

>little higher response.

>

>The particular survey we have in mind is about a businesses product we know

>the people on the list have seen. The survey would take 5-10 minutes.

>General guidelines would also be nice, since we are sometimes asked for advice.

>

>Any suggestions would be much appreciated.

>

>Thanks.

>

>Hank Zucker

>Creative Research Systems

>www.surveysystem.com

>707-765-1001

>

>-----

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=====
Date: Tue, 19 Aug 2008 07:29:03 -0700

Reply-To: Pamela Hunter <Pamela.Hunter@ASU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Pamela Hunter <Pamela.Hunter@ASU.EDU>

Subject: Re: Household rosters

Comments: To: AAPORNET@ASU.EDU

In-Reply-To:

<3D6D2871BB66F44BA814AC440D884724016C33EE@admedmail5.ad.medctr.ucla.edu>

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 8bit

I have no idea what that's about.

To briefly clarify, the household roster with which I am working asks a series of questions, from relationship to the head of household to occupation and so forth, about each HH member over a five-year period. For large households with members coming and going, which is not unusual in the population we are studying, it is a challenge to program the roster so that the data is relatively easy to analyze.

Pam Hunter

-----Original Message-----

From: Fielder, Eve [<mailto:EFfielder@mednet.ucla.edu>]

Sent: Monday, August 18, 2008 3:13 PM
To: Pamela Hunter; AAPORNET@ASU.EDU
Subject: RE: Household rosters

I guess this child has no background in survey research. She's at ASU yet, Morris Axelrod must be turning in his grave.

-----Original Message-----

From: AAPORNET on behalf of Pamela Hunter
Sent: Mon 8/18/2008 1:37 PM
To: AAPORNET@ASU.EDU
Cc:
Subject: Household rosters

Can anyone provide some suggestions/guidance about using a household roster? We are conducting a survey (primarily in-person using a laptop and survey programmed using Dimensions) in which a household roster is required and goes back five years. I'm interested in others' experiences with programming or collecting data using a household roster and suggestions for the most efficient way to do it. Does anyone have any experience with household rosters and programming them? If so, could you provide any advice, suggestions, etc.? Feel free to reply offline: Pamela.hunter@asu.edu.

Thanks.

Pam Hunter

Pamela Hunter, Ph.D.

Institute for Social Science Research

Arizona State University

Tempe, Arizona 85287

480-965-5030

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=====

Date: Tue, 19 Aug 2008 14:31:35 -0500
Reply-To: Woody Carter <wcarter@UCHICAGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Woody Carter <wcarter@UCHICAGO.EDU>
Subject: Re: Online incentives
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Incentives are tricky and their success varies by respondent characteristics, so maybe research on one population does not carry over well to others. Even so, it appears minimally effective in any research done to date. My guess is that the discredited incentive lottery persists because clients are believed to think it reflects "best efforts" and maybe feel guilty about not offering something, but can't afford to incentivize everyone.

Woody

----- Original message -----

>Date: Tue, 19 Aug 2008 12:42:33 +0100
>From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>
>Subject: Re: Online incentives
>To: AAPORNET@ASU.EDU
>
>Indeed. Although it's *possible* that a RR difference of this size would
>make a difference to NR bias it's very *unlikely* that it

would and, in
>any case, it would be very small anyway. This seems to me
to be further
>evidence that prize draws are an extremely ineffective form
of
>incentivisation even when the prize offered is large and
the respondent
>burden low.
>
>Is there any reason why people persist with them other than
that they're
>relatively cheap?

>
>Iain Noble
>Department for Children, Schools and Families
>Young People Analysis Division - Youth Research Team,
>
>
>4th Floor , Sanctuary Buildings
>Great Smith Street
>London SW1P 3BT

>
>
>>-----Original Message-----

>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul
J Lavrakas

>PhD
>>Sent: 19 August 2008 00:13
>>To: AAPORNET@ASU.EDU
>>Subject: Re: Online incentives

>>
>>Jerold,
>>
>>Do you have any evidence that the extra 2 pp response rate
gained in
>the two
>>incented groups made any nonignorable difference in the
findings
>compared to
>>the non-incented group??

>>
>>PJJ

>>
>>-----Original Message-----

>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
Jerold Pearson

>>Sent: Monday, August 18, 2008 5:05 PM
>>To: AAPORNET@ASU.EDU
>>Subject: Re: Online incentives

>>
>>>Specifically, I'd like to know what incentives are most
efficient in
>>>an online survey. We are considering a small Amazon gift
>>>certificate to everybody vs. a larger one to 1/25th or

1/50th or
>>>1/100th of the the respondents.
>>
>>Hank and anyone else who's interested:
>>
>>Last month I did an experiment with an online survey of
Stanford
>>alumni. Three random samples of 2500 drawn from the same
population
>>(Stanford degree holders from 1955-2007 in the USA and
Canada) for a
>>survey about 4 minutes in length -- Sample 1 got no
incentive, Sample
>>2 was told that five randomly selected respondents would
each win a
>>\$100 Visa gift card, and Sample 3 was told that one
randomly selected
>>respondent would win a \$500 Visa gift card. The
invitations were
>>e-mailed on June 24, 2008, and three reminders were e-
mailed to
>>non-respondents at one-week intervals before the survey
was taken off
>>the web on July 20, 2008.
>>
>>I am now writing the paper reporting the results in full,
but here
>>are the overall response rates:
>>
>>Sample 1 (no incentive) -- 747 respondents out of 2430
unbounced
>>addresses = 30.74%
>>Sample 2 (5 chances for \$100) -- 798 respondents out of
2449
>>unbounced addresses = 32.58%
>>Sample 3 (1 chance for \$500) -- 797 respondents out of
2454 unbounced
>>addresses = 32.48%
>>
>>Looking at the response among various demographic groups,
the story
>>is pretty much the same -- A) the two incentives get
almost identical
>>response rates, and B) the incentives get a consistently
higher
>>response than no incentive, but by a very small (and not
significant)
>>margin. So if you need to shake every last possible
respondent from
>>the trees, you may get a few more with an incentive, and
it may not
>>matter which (of these two) incentives you use...but for
most
>>projects the incentives may not be worth the extra cost.

>>
>>Major caveat: My population was entirely comprised of Stanford
>>alumni, so results could differ with populations that are less
>>affluent or educated (i.e., Cal alumni) or differ in other ways.
>>
>>Stay tuned for the full paper. Does anyone know the editor of "Mad"
>>Magazine or the head of its peer review board?
>>
>>Jerold Pearson, '75
>>Director of Market Research
>>Stanford Alumni Association
>>650-723-9186
>><http://www.stanford.edu/~jpearson/>
>>
>>-----
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Woody Carter
Lecturer in Public Policy
in the College
University of Chicago
wcarter@uchicago.edu

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Date: Tue, 19 Aug 2008 22:35:40 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Poll reveals 430 new demographics
Comments: To: AAPORNET <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

Some in-depth poll analysis from the folks at The Onion:

http://www.theonion.com/content/video/latest_poll_reveals_430_new

This reminds me why I don't watch TV news.

Jan Werner

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Date: Wed, 20 Aug 2008 12:56:40 -0400
Reply-To: "Hembroff, Larry" <Larry.Hembroff@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Hembroff, Larry" <Larry.Hembroff@SSC.MSU.EDU>
Subject: Re: Poll reveals 430 new demographics

Comments: To: AAPORNET@asu.edu
In-Reply-To: A<48AB82FC.8050304@jwdp.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Does anyone besides me remember the political novel "The 480" written in 1964 by Eugene Burdick who also wrote or co-wrote "The Ugly American," "Fail-Safe," and "The Blue Capricorn." The 480 refers to the number of demographic groupings of voters used to tailor speeches and position papers during an election campaign of a hero popular former general drawn into running for president. The idea of the 480 categories (more than The Onion's 430) allegedly came from the campaign strategy of John Kennedy's team during the Kennedy-Nixon race in 1960.

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner
Sent: Tuesday, August 19, 2008 10:36 PM
To: AAPORNET@ASU.EDU
Subject: Poll reveals 430 new demographics

Some in-depth poll analysis from the folks at The Onion:

http://www.theonion.com/content/video/latest_poll_reveals_430_new

This reminds me why I don't watch TV news.

Jan Werner

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Date: Thu, 21 Aug 2008 11:42:51 -0400
Reply-To: philip_meyer@unc.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Organization: University of North Carolina at Chapel Hill
Subject: Re: Poll reveals 430 new demographics
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <EC15B06368AAA4419321FF6D2159CB1C02B0ADC0@sscnt03-2.ssc.msu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed

Content-Transfer-Encoding: 7bit

How could I not remember it? "The 480" was based on a real-life project run by Ithiel de Sola Pool and his Simulmatics Corp. for the Democratic party in 1960. And there really were 480 voter categories based on an accumulation of several years of polling data (1952-1958). Pool thought that Burdick's account, and those of contemporary journalists, were sensationalized, and so he provided a detailed description of the project in a 1964 book "Candidates, Issues and Strategies: A Computer Simulation of the 1960 Presidential Election" with Robert Abelson and Samuel Popkin. I had the good fortune of auditing Pool's MIT seminar in the spring of 1967. Here is the nut graf from the book:

"A simulation is not as good as a poll if the problem is to learn how voters have already made up their minds. The way to learn that fact is to ask it. But the simulation did take old data collected before the voters had made up their minds and acted out how they would make up their minds before they did so."

The project used an IBM 709. This was the vacuum-tube predecessor of the transistor-driven 7090 and the computer for which the first FORTRAN compiler was written. Today, I suppose, it would be done on a laptop with a spreadsheet.

The main finding from the simulation was that Kennedy's Catholicism cost him popular votes but gained him electoral votes. That's because the losses were in safe southern states and the gains came from Catholic voters in closely-fought industrial states. It could be what encouraged JFK to face the religious directly in his famous Houston speech of Sept. 12, 1960. You can see and hear this speech here:

<http://www.americanrhetoric.com/speeches/jfkhoustonministers.html>

Does anyone on this list know of simulation still being used to guide campaign strategy?

Phil Meyer

Hembroff, Larry wrote:

- > Does anyone besides me remember the political novel "The 480" written in
- > 1964 by Eugene Burdick who also wrote or co-wrote "The Ugly American,"
- > "Fail-Safe," and "The Blue Capricorn." The 480 refers to the number of
- > demographic groupings of voters used to tailor speeches and position
- > papers during an election campaign of a hero popular former general
- > drawn into running for president. The idea of the 480 categories (more
- > than The Onion's 430) allegedly came from the campaign strategy of John
- > Kennedy's team during the Kennedy-Nixon race in 1960.

>

> -----Original Message-----

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner

> Sent: Tuesday, August 19, 2008 10:36 PM

> To: AAPORNET@ASU.EDU

> Subject: Poll reveals 430 new demographics
>
> Some in-depth poll analysis from the folks at The Onion:
>
> http://www.theonion.com/content/video/latest_poll_reveals_430_new
>
> This reminds me why I don't watch TV news.
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Date: Thu, 21 Aug 2008 12:23:05 -0400
Reply-To: "Holly H. Matulewicz" <Holly.Matulewicz@UMB.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Holly H. Matulewicz" <Holly.Matulewicz@UMB.EDU>
Subject: Question to measure educational attainment that's applicable
cross culturally?

Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Hi AAPOR Net Colleagues,=20

=20

I am beginning a search for examples of how others may have structured the traditional "educational attainment" question / response items that would also apply in a cross-cultural framework, where potentially many of our participants may have had no access to "formal" education.

=20

The 2004 ACS has a pretty expansive list of response options, but

Associate degree (for example: AA, AS)

Bachelor's degree (for example: BA, AB, BS)

Master's degree (for example: MA, MS, Meng, MEd, MSW, MBA)

Professional degree (for example: MD, DDS, DVM, LLB, JD)

Doctorate degree (for example: PhD, EdD)

=20

Holly H. Matulewicz

Research Associate

University of Massachusetts, Boston

Phone: 617-287-7640 / Fax: 617-287-4352 / TTY: 617-287-4350

www.communityinclusion.org

=20

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=====
Date: Thu, 21 Aug 2008 10:17:02 -0700

Reply-To: Hank Zucker <hank@SURVEYSYSTEM.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Hank Zucker <hank@SURVEYSYSTEM.COM>

Subject: Re: Online incentives

Comments: To: AAPORNET@asu.edu

MIME-Version: 1.0

Content-Type: text/plain; format=flowed; charset="iso-8859-1";
reply-type=original

Content-Transfer-Encoding: 7bit

Many thanks to all who responded on and off the list.

The overall conclusion seems to be that incentives can help a little, but only a little, in most cases. One person suggested that lotteries can work, if the perceived chance of winning was high enough relative to the value of the prize.

We have the luxury of not needing an instant response this time, so we might experiment, though the list is probably too small to yield a statistically significant result, unless the differences are larger than expected.

Thanks again,

Hank Zucker
Creative Research Systems
www.surveysystem.com
707-765-1001

----- Original Message -----

From: "Woody Carter" <wcarter@UCHICAGO.EDU>
To: <AAPORNET@ASU.EDU>
Sent: Tuesday, August 19, 2008 12:31 PM
Subject: Re: Online incentives

> Incentives are tricky and their success varies by respondent
> characteristics, so maybe research on one population does
> not carry over well to others. Even so, it appears
> minimally effective in any research done to date. My guess
> is that the discredited incentive lottery persists because
> clients are believed to think it reflects "best efforts" and
> maybe feel guilty about not offering something, but can't
> afford to incentivize everyone.

>
> Woody

>
> ----- Original message -----

>>Date: Tue, 19 Aug 2008 12:42:33 +0100
>>From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>
>>Subject: Re: Online incentives
>>To: AAPORNET@ASU.EDU

>>
>>Indeed. Although it's *possible* that a RR difference of
> this size would
>>make a difference to NR bias it's very *unlikely* that it
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>>any case, it would be very small anyway. This seems to me
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>>evidence that prize draws are an extremely ineffective form
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>>
>>Is there any reason why people persist with them other than
> that they're
>>relatively cheap?

>>
>>Iain Noble
>>Department for Children, Schools and Families
>>Young People Analysis Division - Youth Research Team,

>>
>>
>>4th Floor , Sanctuary Buildings
>>Great Smith Street
>>London SW1P 3BT

>>
>>
>>>-----Original Message-----
>>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul
> J Lavrakas
>>PhD
>>>Sent: 19 August 2008 00:13
>>>To: AAPORNET@ASU.EDU
>>>Subject: Re: Online incentives
>>>
>>>Jerold,
>>>
>>>Do you have any evidence that the extra 2 pp response rate
> gained in
>>the two
>>>incented groups made any nonignorable difference in the
> findings
>>compared to
>>>the non-incented group??
>>>

>>>PJL
>>>
>>>-----Original Message-----
>>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
> Jerold Pearson
>>>Sent: Monday, August 18, 2008 5:05 PM
>>>To: AAPORNET@ASU.EDU
>>>Subject: Re: Online incentives
>>>
>>>>Specifically, I'd like to know what incentives are most
> efficient in
>>>>an online survey. We are considering a small Amazon gift
>>>>certificate to everybody vs. a larger one to 1/25th or
> 1/50th or
>>>>1/100th of the the respondents.
>>>>
>>>>Hank and anyone else who's interested:
>>>>
>>>>Last month I did an experiment with an online survey of
> Stanford
>>>>alumni. Three random samples of 2500 drawn from the same
> population
>>>>(Stanford degree holders from 1955-2007 in the USA and
> Canada) for a
>>>>survey about 4 minutes in length -- Sample 1 got no
> incentive, Sample
>>>>2 was told that five randomly selected respondents would
> each win a
>>>>\$100 Visa gift card, and Sample 3 was told that one
> randomly selected
>>>>respondent would win a \$500 Visa gift card. The
> invitations were
>>>>e-mailed on June 24, 2008, and three reminders were e-
> mailed to

>>>>non-respondents at one-week intervals before the survey
> was taken off
>>>>the web on July 20, 2008.

>>>>
>>>>I am now writing the paper reporting the results in full,
> but here
>>>>are the overall response rates:

>>>>
>>>>Sample 1 (no incentive) -- 747 respondents out of 2430
> unbounced
>>>>addresses = 30.74%
>>>>Sample 2 (5 chances for \$100) -- 798 respondents out of
> 2449
>>>>unbounced addresses = 32.58%
>>>>Sample 3 (1 chance for \$500) -- 797 respondents out of
> 2454 unbounced
>>>>addresses = 32.48%

>>>>
>>>>Looking at the response among various demographic groups,
> the story
>>>>is pretty much the same -- A) the two incentives get
> almost identical
>>>>response rates, and B) the incentives get a consistently
> higher
>>>>response than no incentive, but by a very small (and not
> significant)
>>>>margin. So if you need to shake every last possible
> respondent from
>>>>the trees, you may get a few more with an incentive, and
> it may not
>>>>matter which (of these two) incentives you use...but for
> most
>>>>projects the incentives may not be worth the extra cost.
>>>>
>>>>Major caveat: My population was entirely comprised of
> Stanford
>>>>alumni, so results could differ with populations that are
> less
>>>>affluent or educated (i.e., Cal alumni) or differ in other
> ways.

>>>>
>>>>Stay tuned for the full paper. Does anyone know the
> editor of "Mad"
>>>>Magazine or the head of its peer review board?

>>>>
>>>>Jerold Pearson, '75
>>>>Director of Market Research
>>>>Stanford Alumni Association
>>>>650-723-9186
>>>><http://www.stanford.edu/~jpearson/>

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>>>Intranet anti-virus service supplied by Cable&Wireless in
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> problems, please

>>call your

>>>organisation's IT Helpdesk.

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>>>legal purposes.

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>>Communications via the GSi may be automatically logged,
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>>

>>-----

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> text:

>>set aapornet nomail

>>On your return send this: set aapornet mail

>>Please ask authors before quoting outside AAPORNET.

>>Problems?-don't reply to this message, write to: aapornet-
> request@asu.edu

> Woody Carter

> Lecturer in Public Policy

> in the College

> University of Chicago

> wcarter@uchicago.edu

>

> -----

> Archives: <http://lists.asu.edu/archives/aapornet.html>

> Vacation hold? Send email to listserv@asu.edu with this text:

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> On your return send this: set aapornet mail

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Please ask authors before quoting outside AAPORNET.
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=====

Date: Fri, 22 Aug 2008 09:08:44 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Undecideds More Decided Than They Think, Study Says
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

=20

Undecideds More Decided Than They Think, Study Says

=20

New York Times

=20

<http://www.nytimes.com/2008/08/22/health/research/22bias.html?adxnml=3D1&ref=3Dresearch&adxnmlx=3D1219410331-jyANcLkrEorTxaT+PZaRZg>

or=20

<http://tinyurl.com/63cn2w>

=20

=20

Voters who insist that they are undecided about a contentious issue are sometimes fooling themselves, having already made a choice at a subconscious level, a new study suggests.=20

=20

Scientists have long known that subtle biases can skew evaluations of an issue or candidate in ways people are not aware of. But the new study, appearing Thursday in the journal Science, suggests that professed neutrality leaves people more vulnerable to their inherent biases than choosing sides early.

=20

SNIP

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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On your return send this: set aapornet mail

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Fri, 22 Aug 2008 10:28:48 EDT

Reply-To: JAnnSelzer@AOL.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>

Subject: Arthur Miller

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

Content-Type: text/plain; charset="US-ASCII"

Content-Transfer-Encoding: 7bit

I'm not sure how many on this list know Arthur Miller of the University of Iowa, formerly of the University of Michigan. He is missing. An update on the search and a letter from his family to the public are in The Register this morning. Here is a link:

http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=/20080822/NEWS02/808220373/1001/NEWS_
(<http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=/20080822/NEWS02/808220373/1001/NEWS>)

J. Ann Selzer, Ph.D.
Selzer & Company
520 42nd Street
Des Moines, Iowa 50312
515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at

JASelzer@SelzerCo.com

Visit our website. [_www.SelzerCo.com_](http://www.SelzerCo.com) (<http://www.selzerco.com/>)

*****It's only a deal if it's where you want to go. Find your travel deal here.
(<http://information.travel.aol.com/deals?ncid=aoltrv00050000000047>)

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On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Fri, 22 Aug 2008 16:32:26 -0400
Reply-To: Phillip Downs <pd@KERR-DOWNS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phillip Downs <pd@KERR-DOWNS.COM>
Subject: Requiring response on internet surveys
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

For internet surveys of the general public or of membership groups, a few years ago we stopped forcing respondents to answer a specific question (if they don't answer, they get an error message).

Our feeling is that item non-response is a lesser issue in these surveys than low response rates (that we believe are exacerbated by forcing people to answer certain questions).

We've never tested this issue - has anyone?

What did you find?

That is, how is response rate affected by requiring responses to answer all questions on an internet survey?

Thanks, Phillip

Phillip Downs, Ph.D.

Senior Partner | Kerr & Downs Research
Professor of Marketing | Florida State University
800.564.3182 | 850.906.3112 (f)

littleKDRclean

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Fri, 22 Aug 2008 16:54:27 -0400
Reply-To: Colleen Porter <colleen_porter@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Re: Requiring response on internet surveys
Comments: To: Phillip Downs <pd@KERR-DOWNS.COM>
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <200808222033.m7MKOmAa011169@lists.asu.edu>
Mime-Version: 1.0 (Apple Message framework v926)
Content-Type: text/plain; charset=US-ASCII; format=flowed; delpsp=yes
Content-Transfer-Encoding: 7bit

Aren't there also human subjects ramifications to this issue? The informed consent language that we generally use assures respondents that they can skip any item they do not want to answer. As social scientists operating in a medical setting, we often stress that one way surveys are different from other forms of research is that respondents hold the power and can routinely choose to refuse particular items, whereas with most experiments and clinical trials, a subject is either in or out of the protocol.

Indeed, the AAPOR statement for IRBs at

<http://www.aapor.org/aaporstatementforirbs>

states,

> They should be told that questions that cause them discomfort, or
> those they do not want to answer, can be skipped.

So that's another consideration to factor in, when deciding whether to force a choice for every item.

Colleen Porter
Gainesville, FL
(very soggy today, but not too many high winds with this tropical storm)

On Aug 22, 2008, at 4:32 PM, Phillip Downs wrote:

> For internet surveys of the general public or of membership groups,
> a few
> years ago we stopped forcing respondents to answer a specific
> question (if
> they don't answer, they get an error message).

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> That is, how is response rate affected by requiring responses to
> answer all
> questions on an internet survey?
>
> Thanks, Phillip
>
>
>
> Phillip Downs, Ph.D.
>
> Senior Partner | Kerr & Downs Research
> Professor of Marketing | Florida State University
> 800.564.3182 | 850.906.3112 (f)

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Sat, 23 Aug 2008 16:47:05 +0100
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>
Subject: Re: Requiring response on internet surveys
Comments: To: colleen_porter@COX.NET, AAPORNET@ASU.EDU
In-Reply-To: A<22D6F3B9-858D-4568-B9AC-35B3632FABF1@cox.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 8bit

You can force a choice and have an option saying 'I don't want to answer this question' or some such (which then makes it correspond to any interviewer mediated survey). That way you don't get missing data for people who scroll past in error.

After all you'd get rather unhappy with any interviewer who allowed respondents to maintain complete silence after a question wouldn't you?

Iain Noble

Department for Children, Schools and Families
Young People Analysis Division - Youth Research Team,

4th Floor , Sanctuary Buildings
Great Smith Street
London SW1P 3BT

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Colleen Porter

>Sent: 22 August 2008 21:54

>To: AAPORNET@ASU.EDU

>Subject: Re: Requiring response on internet surveys

>

>Aren't there also human subjects ramifications to this issue? The
>informed consent language that we generally use assures respondents
>that they can skip any item they do not want to answer. As social
>scientists operating in a medical setting, we often stress that one
>way surveys are different from other forms of research is that
>respondents hold the power and can routinely choose to refuse
>particular items, whereas with most experiments and clinical trials, a
>subject is either in or out of the protocol.

>

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>

><http://www.aapor.org/aaporstatementforirbs>

>

>states,

>> They should be told that questions that cause them discomfort, or
>> those they do not want to answer, can be skipped.

>

>

>So that's another consideration to factor in, when deciding whether to
>force a choice for every item.

>

>Colleen Porter

>Gainesville, FL

>(very soggy today, but not too many high winds with this tropical
storm)

>

>On Aug 22, 2008, at 4:32 PM, Phillip Downs wrote:

>

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>> years ago we stopped forcing respondents to answer a specific
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>> surveys
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>> That is, how is response rate affected by requiring responses to
>> answer all
>> questions on an internet survey?
>>

>> Thanks, Phillip
>>
>>
>>

>> Phillip Downs, Ph.D.
>>

>> Senior Partner | Kerr & Downs Research
>> Professor of Marketing | Florida State University
>> 800.564.3182 | 850.906.3112 (f)
>
>

>-----
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>On your return send this: set aapornet mail

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Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Mon, 25 Aug 2008 18:31:23 -0400

Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Locally-Based Focus Group Moderators for Sao Paulo and Mumbai or
Bangalore
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Referrals to any qualified locally-based focus group moderators for Sao Paulo (Portuguese) and Mumbai or Bangalore (English) would be appreciated. Subject: credentialing and standards development for a global association of project managers. Members typically come from IT, large construction, pharma, defense, large government agencies, etc. Thank you. JIM

James P. Murphy, Ph.D.

J.P. MURPHY & COMPANY

Post Office Box 150

Princeton, NJ 08542

610 408 8800

www.jpmurphy.com

<mailto:jpmurphy@jpmurphy.com> jpmurphy@jpmurphy.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Tue, 26 Aug 2008 10:01:40 -0700
Reply-To: Susan Kannel <sbkannel@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Susan Kannel <sbkannel@YAHOO.COM>
Subject: Facilitation Training
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <67.0E.10886.2C233B84@mxo5.broadbandsupport.net>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii

I am interested in a training course on meeting facilitation. Not focus group facilitation, but group meeting facilitation. There are several groups out there offering courses. Does anyone have a recommendation?

Thanks,
Susan Kannel
Vice President
The Glover Park Group

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Unsubscribe? Send email to listserv@asu.edu with this text:
signoff aapornet
Please ask authors before quoting outside AAPORNET.

Date: Tue, 26 Aug 2008 15:44:34 -0400
Reply-To: Cristine Delnevo <delnevo@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cristine Delnevo <delnevo@UMDNJ.EDU>
Subject: product comparisons
Comments: To: AAPORNET@asu.edu
In-Reply-To: <22D6F3B9-858D-4568-B9AC-35B3632FABF1@cox.net>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

Posting this market research Q for a business colleague. As an academic, I'm out of my element here.

When conducting market research that involves the comparison of two products, is there an order effect to be concerned about?
I.e., is there a trend for the first (or second) product to be rated a certain way compared to the other product.

My colleague is testing consumers reaction to two educational products. He could randomly assign the order to which people are exposed to the two products. His question is, is this necessary?

Please respond offline
Thanks.

Cristine Delnevo, PhD, MPH
Associate Professor
UMDNJ-School of Public Health
Center for Tobacco Surveillance & Evaluation Research
Phone: 732-235-9746 Fax: 732-235-9777

Archives: <http://lists.asu.edu/archives/aapornet.html> .

Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Tue, 26 Aug 2008 23:07:23 +0000
Reply-To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: product comparisons
Comments: To: Cristine Delnevo <delnevo@UMDNJ.EDU>, AAPORNET@ASU.EDU

I believe the standard practice is to rotate the order.

Regardless of whether you are concerned about primacy bias or recency bias, rotate order.

It's a simple procedure that rules out possible bias.

Nick

----- Original message -----
From: Cristine Delnevo <delnevo@UMDNJ.EDU>
> Posting this market research Q for a business colleague. As an academic, I'm
> out of my element here.
>
> When conducting market research that involves the comparison of two
> products, is there an order effect to be concerned about?
> I.e., is there a trend for the first (or second) product to be rated a
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> could randomly assign the order to which people are exposed to the two
> products. His question is, is this necessary?
>
> Please respond offline
> Thanks.

> -----
> Cristine Delnevo, PhD, MPH
> Associate Professor
> UMDNJ-School of Public Health
> Center for Tobacco Surveillance & Evaluation Research
> Phone: 732-235-9746 Fax: 732-235-9777
>

> -----
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> Please ask authors before quoting outside AAPORNET.

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Date: Wed, 27 Aug 2008 09:04:56 -0400
Reply-To: Laura Burns <burnsl@EUREKAFACTS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Laura Burns <burnsl@EUREKAFACTS.COM>
Subject: Report writing
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Hi,

=20

Does anyone know of good books or resources on how to write quantitative analysis reports (formats, sentence structure, etc.)? I'm experiencing delays in projects due to problems in reports written by international employees. Any suggestions of resources to provide them with report writing guidelines is most appreciated. The statistics are top notch, it's just the writing.

=20

Thanks,

Laura

=20

=20

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Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Wed, 27 Aug 2008 11:22:14 EDT
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: Final news on Arthur Miller
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

Because this story had so many odd twists, I had thought things might turn out differently. But, a body has been found and identified as Arthur Miller. Here is the story. JAS

<http://www.gazetteonline.com/apps/pbcs.dll/article?AID=/20080827/NEWS/7082799>

60/1001/NEWS_
(<http://www.gazetteonline.com/apps/pbcs.dll/article?AID=/20080827/NEWS/7082799>
60/1001/NEWS)

J. Ann Selzer, Ph.D.
Selzer & Company
520 42nd Street
Des Moines, Iowa 50312
515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at
JASelzer@SelzerCo.com

Visit our website. [_www.SelzerCo.com_](http://www.SelzerCo.com) (<http://www.selzerco.com/>)

*****It's only a deal if it's where you want to go. Find your travel
deal here.
(<http://information.travel.aol.com/deals?ncid=aoltrv00050000000047>)

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Wed, 27 Aug 2008 12:03:31 EDT
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: Obit for Arthur Miller
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

One AAPORnetter asked about where a memorial might be sent. Here is the
obituary, with that information:

[_http://www.gazetteonline.com/apps/pbcs.dll/article?AID=/20080826/DEATHNOTICES/27671016&SearchID=73328139737276_](http://www.gazetteonline.com/apps/pbcs.dll/article?AID=/20080826/DEATHNOTICES/27671016&SearchID=73328139737276)
(<http://www.gazetteonline.com/apps/pbcs.dll/article?AID=/20080826/DEATHNOTICES/27671016&SearchID=73328139737276>)

J. Ann Selzer, Ph.D.
Selzer & Company
520 42nd Street
Des Moines, Iowa 50312
515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at
JASelzer@SelzerCo.com

Visit our website. [_www.SelzerCo.com_](http://www.SelzerCo.com) (<http://www.selzerco.com/>)

*****It's only a deal if it's where you want to go. Find your travel deal here.
(<http://information.travel.aol.com/deals?ncid=aoltrv00050000000047>)

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Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Wed, 27 Aug 2008 13:56:16 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Interesting and with possible implications for Web Surveys
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Search experiments, large and small

The Official Google Blog

=20

<http://googleblog.blogspot.com/2008/08/search-experiments-large-and-small.html>

=20

In my previous post
<<http://googleblog.blogspot.com/2008/08/search-quality-continued.html>> ,
I described the components of your web search experience and the principles behind creating a great search experience. There are complex algorithms underlying simple features such as spelling correction and the two line snippets that describe each search result. We figure out what works by running experiments - tiny tests for a small number of users which help us determine whether that feature helps or hurts.

=20

Experimentation is a very powerful tool, and we use it very widely to test potential changes to search. At any given time, we run anywhere from 50 to 200 experiments on Google sites all over the world. I'll start by describing experimental changes so small that you can barely tell the difference after staring at the page, and end with a couple of much more visually obvious experiments that we have run. There are a lot of people dedicated to detecting everything Google changes - and occasionally, things imagined that we did not do! - and they do latch on to a lot of our more prominent experiments. But the experiments with smaller changes are almost never noticed.

=20

SNIP

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Wed, 27 Aug 2008 14:47:03 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Re: Interesting and with possible implications for Web Surveys
Comments: To: AAPORNET@ASU.EDU
In-Reply-To:
A<3248A9B21DD5574785FE5E2C8E521684B96E96@exchange.local.artscience.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Someone requested an unbroken URL

<http://tinyurl.com/5convf>

-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta
Sent: Wednesday, August 27, 2008 1:56 PM
To: AAPORNET@ASU.EDU
Subject: Interesting and with possible implications for Web Surveys

Search experiments, large and small

The Official Google Blog

<http://googleblog.blogspot.com/2008/08/search-experiments-large-and-small.html>

In my previous post

<http://googleblog.blogspot.com/2008/08/search-quality-continued.html> , I described the components of your web search experience and the principles behind creating a great search experience. There are complex algorithms underlying simple features such as spelling correction and the two line snippets that describe each search result. We figure out what works by running experiments - tiny tests for a small number of users which help us determine whether that feature helps or hurts.

Experimentation is a very powerful tool, and we use it very widely to test potential changes to search. At any given time, we run anywhere from 50 to 200 experiments on Google sites all over the world. I'll start by describing experimental changes so small that you can barely tell the difference after staring at the page, and end with a couple of much more visually obvious experiments that we have run. There are a lot of people dedicated to detecting everything Google changes - and occasionally, things imagined that we did not do! - and they do latch on to a lot of our more prominent experiments. But the experiments with smaller changes are almost never noticed.

SNIP

--

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101

Baltimore, MD 21209

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Date: Wed, 27 Aug 2008 15:44:01 -0400
Reply-To: Howard Fienberg <hfienberg@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Fienberg <hfienberg@CMOR.ORG>
Subject: UK: Most Want Voter Roll Sales Banned
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

Most Want Voter Roll Sales Banned

A recent Local Government Association survey of more than 200 English =
election officials found that almost all of them would like to ban the =
practice of voter registration rolls being sold to direct mail =
companies, reports the BBC. Currently, voters can opt out of having =
their name included on the rolls that are sold to firms, but an outright =
ban is preferable to some, including Information Commissioner Richard =
Thomas. "We feel that selling the edited register is an unsatisfactory =
way for local authorities to treat personal information," Thomas said. =
Councils make an average of =A32,000 annually on roll
=20
http://news.bbc.co.uk/2/hi/uk_news/7581417.stm
=20

Howard Fienberg =20
Director of Government Affairs
CMOR: Promoting & Advocating Survey & Opinion Research
hfienberg@cmor.org
1111 16th St. NW, Suite 120
Washington, DC 20036
(202) 775-5170
Fax: (202) 775-5172
<http://www.cmor.org> =
<<http://www.cmorhttp://www.linkedin.com/in/howardfienberg.org>>=20
<http://www.youropinioncounts.org> <<http://www.youropinioncounts.org/>>=20
=20
=20

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Date: Wed, 27 Aug 2008 14:11:17 -0700
Reply-To: Chuck Shuttles <chuck.shuttles@NIELSEN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Chuck Shuttles <chuck.shuttles@NIELSEN.COM>
Subject: Job Posting: Data Analysis Manager - NielsenConnections
Comments: To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

All-

Posting a job. Please forward this to possible candidates.

Thanks,
Chuck

Data Analysis Manager - NielsenConnections

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

NielsenConnections is a team of research professionals responsible for developing products by integrating media and market research database assets of The Nielsen Company. The NielsenConnections Data Analysis Manager is a critical position working on product development projects using data fusion statistical techniques. Based in New York City and reporting to the Manager of Analytics and Modeling, the position will be responsible both for performing established data fusion processing steps and for developing and standardizing data manipulation procedures.

CORE RESPONSIBILITIES:

- * Manage fusion projects from start to finish, including data preparation and delivery of data, using SAS and SQL routines.
- * Develop reports using SAS and SQL based on respondent-level data.
- * Develop models using statistical techniques including but not limited to multiple-regression, correlation and principle component analysis.

ADDITIONAL TASKS:=20

- * Coordinate standardization of processes with Connections team members.=20
- * Work with remote infrastructure team to incorporate additions and=20 enhancements to fusion production platform.=20

EXPERIENCE & GENERAL SKILLS:=20

- * The successful candidate will be expert in working with large amounts = of=20 data, preferably in a media or market research environment, have knowledg= e=20 of and experience in working with statistical concepts and techniques, an= d=20 have excellent business analysis, technical and communication skills.=20

TECHNICAL SKILLS:=20

- * SAS advanced coding=20
- * SQL Server=20
- * Visual Basic for Applications (especially Excel and Access macros)=20
- * Excel=20
- * Automation/Communication between SAS/SQL Server/Excel=20
- * Data Cleaning (including quality checks of cleaned data)=20
- * Knowledge of statistical concepts and techniques=20

EDUCATION:=20

- * Undergraduate degree, preferably in statistics, math or computer scien= ce.=20

To apply to this position please send your resume to=20
Margaret.Bowani@Nielsen.com

To view this position as well as all the other exciting career=20 opportunities with The Nielsen Company, please log on to=20
<http://www.nielsen.com/careers>

We offer dynamic careers that give you the opportunity to contribute and=20= the room to grow. You can create a wide career path across all of our=20 businesses. Nielsen promotes and enforces a policy of Equal Employment=20=

Opportunity (EEO) for all individuals.

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Date: Thu, 28 Aug 2008 12:11:26 -0700
Reply-To: Timothy James Beebe <beebe.timothy@MAYO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Timothy James Beebe <beebe.timothy@MAYO.EDU>
Subject: Nonrespondent follow-up
Comments: To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

Hi,

We've just received approval to contact nonrespondents to a mailed survey=
=20
we recently conducted to see why they did not respond. Does anyone have =
a=20
good set of questions that we can work off of to get at what might be=20
driving their nonresponse? Thanks in advance.

Regards,

Tim

Timothy J. Beebe, Ph.D.

Associate Professor of Health Services Research
Mayo Clinic College of Medicine

Director, Survey Research Center
Department of Health Sciences Research

Mayo Clinic
200 First Street SW
Rochester, MN 55905
Tel: (507) 538-4606
Fax: (507) 284-1180
E-mail: beebe.timothy@mayo.edu

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Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Thu, 28 Aug 2008 12:30:26 -0700
Reply-To: Edward Bronson <ebronson@CSUCHICO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edward Bronson <ebronson@CSUCHICO.EDU>
Subject: Re: nonrespondent follow-up
Comments: To: AAPORNET@ASU.EDU
Mime-Version: 1.0 (Apple Message framework v753.1)

Content-Transfer-Encoding: 7bit

Content-Type: text/plain; charset=US-ASCII; delp=; format=flowed

I assume you're also going to try to get your respondents to complete the survey this time. If you get a reasonable number who do, it would be good to compare their responses with those who participated the first time. That would produce a somewhat attenuated group on the non-respondents and would be further evidence on the impact of non-response on the generalizability of those who do respond. It's similar to the same procedure used with respect to the refusal conversion respondents.

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set aapornet nomail

On your return send this: set aapornet mail

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=====
Date: Thu, 28 Aug 2008 16:27:03 -0700

Reply-To: Joseph Graf <jgraf2002@YAHOO.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Joseph Graf <jgraf2002@YAHOO.COM>

Subject: Seeking mixed mode public dataset

Comments: To: AAPORNET@asu.edu

MIME-Version: 1.0

Content-Type: text/plain; charset=us-ascii

I am looking for a mixed mode dataset (online/paper) that is publicly available. For example, a public dataset where some of the respondents completed the survey online and some completed it by mail. Send suggestions off the list. Thanks.

Joseph Graf

Assistant Professor

American University

School of Communication

graf@american.edu, (202) 885-2147

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=====
Date: Fri, 29 Aug 2008 08:54:47 -0400

Reply-To: Richard Kulka <Richard_Kulka@ABTASSOC.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Richard Kulka <Richard_Kulka@ABTASSOC.COM>

Subject: Announcing the Launch of Survey Practice--AAPOR's New Online

Publication

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

Content-type: text/plain; charset=ISO-2022-KR

\$)C

It is my great pleasure to announce, on behalf of the American Association for Public Opinion Research (AAPOR), the launch of our new online publication

&! Survey Practice. Its inaugural issue is now available at <http://www.surveypractice.org>.

Survey Practice aims to be a relevant, trusted outlet for survey practitioners and public opinion researchers that is also both timely and interactive. By design, articles are short and provide the opportunity for readers and authors to interact and communicate with one another through the provision of real-time questions and comments. We hope the publication provides a forum for those findings and ideas that may not necessarily be appropriate for publication in a peer-review journal.

The AAPOR Executive Council and the Survey Practice editors have been working on the design of the publication for the past two years. But we continue to invite and welcome your thoughts and suggestions on: (a) the design; (b) articles you would like to see; and (c) the kinds of information you would find most useful, as this new, dynamic publication continues to evolve.

Most importantly, we solicit and value your comments on the articles and other features in Survey Practice. Our vision for Survey Practice is that it will quickly become an effective and sustained mechanism for dialogue, communication and collaboration on cutting edge research across the entire spectrum of AAPOR members and the field more generally.

I hope that all of you will join me in welcoming our new arrival, in thanking its visionary conceptual founders, and in recognizing the efforts of the Survey Practice editors, Executive Council members and others in making this vision a reality.

To apply, please send a statement of interest which includes your qualifications and teaching philosophy; a brief summary of the courses you propose to teach; a c.v.; evidence of teaching excellence; and three letters of recommendation to:

Professor Susan Douglas, Chair
Department of Communication Studies
The University of Michigan
1225 So. University Avenue
Ann Arbor, MI 48104-2523

The application deadline is September 12, 2008, with an offer expected to be made by September 19, 2008.

Candidates should hold a Ph.D. or equivalent with specialization in the areas of political communication; public opinion; media, culture and society; gender and the media; or media policy. Demonstrated commitment to excellence in teaching as well as evidence of scholarly distinction.

As posted, the terms and conditions of employment for this position are subject to the provisions of a collective bargaining agreement between the University of Michigan and the Lecturers' Employment Organization.

The University of Michigan is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

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Date: Fri, 29 Aug 2008 15:32:05 EDT
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: Viewership of Obama's speech by Party ID
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

A friend asked me if I knew anything on this crosstab and I have no data, but thought someone might have seen how many non-Democrats watched or where I might look. JAS

J. Ann Selzer, Ph.D.
Selzer & Company
520 42nd Street
Des Moines, Iowa 50312
515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at
JASelzer@SelzerCo.com

Visit our website. [_www.SelzerCo.com_](http://www.SelzerCo.com) (<http://www.selzerco.com/>)

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(<http://information.travel.aol.com/deals?ncid=aoltrv00050000000047>)

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=====
Date: Fri, 29 Aug 2008 17:20:13 -0400

Reply-To: "Huffmon, Scott" <huffmons@WINTHROP.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Huffmon, Scott" <huffmons@WINTHROP.EDU>

Subject: Sample of Registered Voters

Comments: To: aapornet@asu.edu

MIME-Version: 1.0

Content-Type: text/plain; charset="iso-8859-1"

Content-Transfer-Encoding: 8bit

We are looking at expanding some of our surveying of Registered Voters. I am familiar with the screens and matching methods when using RDD for this, but am looking for a resource (such as Aristotle / Voter Lists Online) where fairly up to date sample of registered voters could be purchased directly (and augmented with RDD and screens).

I have had good results with Voter Lists Online before, but some of the states into which I would like to expand have an arcane set of restrictions and -- since we don't do polling directly for candidates, but more for academic research -- we are having trouble getting permissions to use the registration lists...Voter Lists Online requires we have this permission in order to purchase sample from them (I'm talkin' to you Virginia!).

The bureaucrat at the Virginia Board of Elections told me that if we weren't working for a candidate or party and we couldn't prove that the university itself listed "promote voter participation and registration for that purpose only" (this is the language for nonprofits to get permission) as a purpose in the university charter....I couldn't have permission.

Anyway, am I relegated to employing likelihood models with RDD samples? I am open to suggestions.

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